ELECTRICAL
# MERCHANDISING WEEK

OCTOBER 2, 1961

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



## ...presstime

**MICKEY MOUSE, PLUTO** and Donald Duck, assisted by Walt Disney artist Tom DeStasio, halt usually blase New York crowds at the RCA Exhibition Hall in Rockefeller Center to promote the RCA-NBC "Disney's Wonderful World of Color" Sunday TV program.

The exhibit in the hall shows prominent Disney characters, as well as the entire new line of RCA Victor color TV sets. ■

**STOCK-A-DOOR INVENTORY** has been started by Phillips & Buttorff, Nashville, Tenn., manufacturer of Enterprise ranges. The company distributors now will stock a color mixture of oven doors rather than tie up money in entire oven units. As the oven units are sold, the company will ship the door in the color specified.

The system, the company claims, cuts inventory requirements as much as 80% without sacrificing color selectivity. ■

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# BUYERS' GUIDE TO THE HARDWARE SHOW

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YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

# Tear the wrappings off this HOT PROFIT PACKAGE

for greater range volume




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These four fast-moving ranges make up a hot profit "package" because they work together to give you one of the most competitive middle-line sales stories in the market. You can offer 30″ or 36″ at the same price. You can step-up from the low-middle Custom models to the high-middle Imperials. And, in every model you have the exclusive new Cabinet-Mate* design that offers free-standing range beauty never before attained, plus top-mounted control center and a line-up of quality features that puts you head and shoulders over most competitive ranges. Go take a look . . . if you haven't seen the hot RCA WHIRLPOOL range line, you're in for an eye-opener. Your RCA WHIRLPOOL distributor is the place to call.

*Tmk.

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ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers Ice Cube Makers • Ranges • Air Conditioners • Dishwashers Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

CONTINUED FROM P1

## ...presstime

**COMPANY FOR RCA'S COLOR PICTURE TUBE?** Sylvania Electric Products may join RCA in producing the 21-inch three-gun shadow mask picture tube sometime in the middle of next year. "We are watching the situation," admits Gordon J. Fullerton, picture tube operation vice president. "We have no definite plans at this time to resume full production." ■

**MORE COMPETITION?** The small and medium-sized merchant is faced with more competition from the huge merchandisers. Now, Montgomery Ward and Interstate Department Stores are talking merger. Ward is interested in Interstate because of its successful, recent entrance into discount retailing. The discount operations accounted for sales of approximately $56 million, about half of the company's total for the fiscal year, ended Jan. 31, 1961. Volume next Jan. 31 is expected to be about $175 million; earnings, it is predicted will climb 25%. By the end of the year, Interstate figures it will have 27 discount stores. ■

**EIA'S SEVEN-MONTH PHONO FIGURES** show that monaural factory sales through July, 1961, were 432,647 units, off 10.3% from the same period last year, and monaural retail sales were 459,199, off 8.1%. Stereo factory sales were 1,307,415, down 19.2%, and 1,408,917 sets were sold at retail, down 12.2% from the seven-month 1960 figures. ■

**G-E WILL BE WORKING ON THE RAILROAD** when it opens its electric housewares service center in New York's Grand Central Station later this year. A commuter will be able to leave his toaster at the center in the morning and pick it up on the run for the 5:19. ■

**GREATER GOALS FOR GAS** is the theme of the four-day convention of the American Gas Assn. which began yesterday in Dallas. One of the goals is a greater share of the air conditioning market. Nine producers of gas equipment are showing residential and commercial units that can be adapted to meet the requirements of any installation. Demonstrators, using scale models and special equipment, are on hand to explain the absorption process which uses heat to produce cooling. ■

**AN ADVERTISING CAMPAIGN FOR COMPONENTS** in consumer magazines that is designed to open up new area for the industry got under way last week. The Institute of High Fidelity Manufacturers is sponsoring the first industrywide effort, will spend $130,000 in magazine advertising. IHFM also plans to write FM stations, suggested methods of refining stereo broadcasting techniques. ■

# NEMA Cooler Certification: To Be Soft-Pedaled In '62?

Major appliance dealers can expect more—and earlier—price incentive programs on 1961 carryover air conditioners so that producers may clear the pipelines for the 1962 NEMA certified models.

The year-end inventory should be 600,000 to, some say, 700,000 units. This is usually considered normal in a selling market of about 1.5 million pieces a season, based on the past two years.

However, with the new certification program going into effect next year, participating manufacturers will want to sell their old stocks as quickly as possible; they can certify this year's models, but it is doubtful that any will.

**The merchant will benefit** from the incentive deals. If he is in a market where prices are stable, he can keep the 1961 retail levels and realize a little more profit.

In major metropolitan areas he probably won't have the opportunity of holding this year's pricing once his costs are reduced; the volume boys will drop the retail levels to correspond with their savings.

However, he, as well as the dealer in a stable area, can sell the 1961 merchandise against the certified units because prices on the new air conditioners will be increased. The announcements of hikes on 1962 coolers are expected to spur consumers to buy earlier.

One manufacturing executive close to NEMA said that in addition to stressing the price difference between old and new, the retailer will pitch the 1961 models this way:

"Look, here's a producer who's not afraid to have his new equipment tested by an independent lab; the only reason his 1961 unit isn't certified is that the program was developed after '61 production. You can bet his '61 stock is as good as the new line, and less expensive."

**What will certification mean** next year? Because the pipelines will be stocked with both certified and non-certified units at the beginning of the season, the program will not have much industry promotion.

It will be primarily promoted area by area and dealer by dealer, depending on 1961 inventory. As the season progresses and less carryover is around both industry and retail promotions will get stronger, and by 1963, certification should be built-up to a strong national and dealer promotion.

# What RCA Found In Europe—

Three RCA officials just completed a three-week trip to Europe looking for fresh ideas.

Delbert L. Mills, operating vice president of the RCA Sales Corp.; Bryce S. Durant, vice president for product planning and performance, and Earl I. Anderson, chief engineer of the company's home instruments division, did the exploring.

**One of their chief discoveries**—the extensive use of printed circuits by European television manufacturers—they discussed with obvious relish. RCA and a good chunk of the industry, of course, use printed circuits while mighty Zenith backs the hand-wired chassis. And so the advantage of each method is almost always discussed with heat and sharp-shooting.

Each of the nine companies the RCA executives visited in Italy, Switzerland, The Netherland and England were using printed circuits.

"Cost wasn't the reason," Mills said. "They were doing it for better performance and reliability."

"The little guys we visited were attaching parts of the circuit board by hand and then dip soddering," explained Durant. "I'm sure they weren't saving any money that way."

**Experiments in color TV** were being conducted by every major company the RCA officials visited. "We didn't see anything we haven't tried or didn't already know about," Durant said.

They visited the Sylvania-Thorn Color Television Laboratories in England to look at the new one gun "zebra" tube (EM WEEK, Sept. 11, p1), but didn't see an operating model.

"We talked to the chief engineer there," Mills said, "and he told us that they were several years away from production."

The Europeans told Mills that the transistorized television set was four to five years away and that color TV will be developed even later in their market.

One of the most impressive things Mills found in Europe was the productivity of the labor force, which operated on a piecework incentive basis.

EM WEEK REPORTS

## STRAIGHT FROM WASHINGTON

**NO SUBSTANTIAL PRICE HIKES FOR APPLIANCES** are expected this fall and winter. That is the considered opinion of Labor Department economists and statisticians who work on the consumer price index. And consumer prices reflect wholesale prices. This is the situation:

House furnishing prices declined 0.4% from July to August, chiefly because of August white sales in textile items and clearance sales of 1961 models of such appliances as refrigerators, washing machines, dryers, gas ranges, TV sets. This decline was wiped out in September as new models began to appear. But economists see no indication that home furnishing prices will rise further. ■

**A BIG LEGISLATIVE FIGHT OF CONCERN TO YOU** is coming up next year. It involves the Reciprocal Trade Act that has a direct bearing of the prices on items imported into this country and their availability. In recent years, more and more of the goods sold by appliance dealers—and the components that go to make them up—have come from abroad. But there's the rub.

U.S. manufacturers contend they are being subjected to unfair price competition, particularly from such low labor-cost countries as Japan. They want to increase tariffs to equalize competition and even impose quotas restricting the flow of some goods into America. This protectionism has caught hold in Congress and advocates believe they now have enough votes, especially in the House of Representatives, to get the Reciprocal Trade Act when it comes up for renewal next June 30.

President Kennedy is working in the opposite direction. He is preparing a package calling for sweeping across-the-board tariff cuts. In return, he may ask Congress to extend subsidies to domestic industries hurt by any excessive influx of competitive goods. Outcome of the reciprocal trade fight is in doubt. But it's a good bet that any new tariff concessions made by Congress will be made grudgingly. ■

**BILLS TO STRENGTHEN THE ANTITRUST LAWS** also will cause a rousing battle when Congress reconvenes in January. Sen. Estes Kefauver (D-Tenn.) plans periodic hearings during the fall and early winter on a packet of bills to increase penalties for antitrust violations, price-fixing and market dividing, and to make corporate officers liable for actions of their subordinates. Some strengthening of the laws may result, but Kefauver's package as such does not have much of a chance. There is a good possibility of Congress giving the Justice Department authority to subpoena company papers without having to convene a grand jury, as now is required. ■

MODERN MARKETS II

# Springfield, Mass.

***Soon after invading the Springfield market three years ago, the discount chains learned that the independent dealers there could out-discount them and out-merchandise them as well.***



### *'Have you ever seen such a display?' is the*

first question a shopper in one of Bailey-Wagner's four stores is asked. Sam Boyd, president, feels that having every model of each line that he carries displayed in a line-of-sight pattern (picture above) discourages a prospect from shopping other stores. The line-of-sight arrangement is important. Boyd says that scattering merchandise around a store dilutes the effect on a customer. It's practically impossible for a customer not to find what he wants at Bailey-Wagner. As Boyd says, "It's like shopping in 27 stores at once." He will meet or beat any discounter's price in the market.

**Bailey-Wagner's main store** occupies the basement floor of an old motorcycle factory a few blocks from downtown Springfield. Other stores are located on a main thoroughfare leading out of town, in nearby Holyoke, and on a four-lane parkway between Holyoke and Springfield.

Boyd modestly credits his success to "blundering into doing the right thing at the right time." In 1951, he had acquired Bailey-Wagner, Inc., a high quality appliance store in downtown Springfield. At the same time, he was operating the leased appliance departments in a chain of department stores. Suddenly, the department stores were sold and Boyd lost his leases. He collected his $200,000 appliance inventory and shipped it to the rented basement of the motorcycle factory. In the process of moving, most of the merchandise was scratched or dented. Rather than jeopardize Bailey-Wagner's reputation for high quality, Boyd ran modest ads in the classified section of the local newspaper offering the damaged merchandise at a saving. "We finally woke up to the fact that the stuff was selling and there was nothing to be modest about," Boyd says. "We now ship floor samples, damaged merchandise and manufacturer's surplus items to the basement store and still advertise that a scratch can save a customer $100." He closed the downtown store.

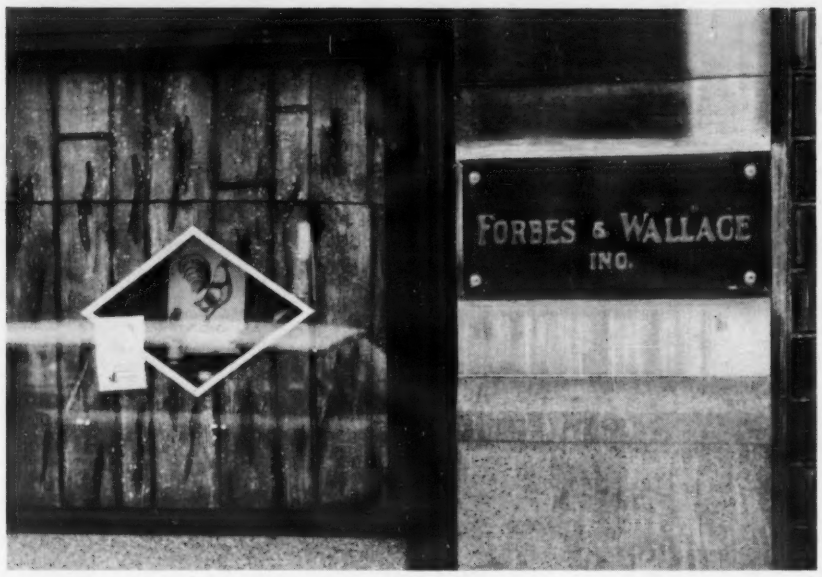
**His second store** on the main street leading out of town was opened because the owner of the building made it impossible for Boyd not to expand. The owner had converted old trolley car barns into a block of stores, but could not get occupants. In order to get a bell cow operator, the owner went to Boyd and smothered his resistance with offers Boyd couldn't refuse. Now both are profiting.

Bailey-Wagner's store on the expressway to Holyoke is a wayside operation with appliances and high grade furniture. The Holyoke store was located to serve approximately 100,000 people in that area and servicemen at nearby Westover Field.

Boyd strongly believes in advertising and promotion. He, like most of the other dealers in Springfield, cooperates with the unusually active utilities, Springfield Gas Light Co. and Western Massachusetts Electric Co. Bailey-Wagner advertising appears in the newspapers on an average of five times a week. Television spots run 26 weeks a year and mailing go to customers six times a year.

When the salesmen are not waiting on customers, they are writing postcards to their customers inviting them to special Bailey-Wagner sales. Customers get a postcard from Bailey-Wagner at least once a month. Boyd feels it is cheaper to keep a customer than it is to get a new one. For that reason, his motto is: "We have never failed to satisfy a reasonable customer plus a lot of unreasonable ones."

# . . . Discounters' Death Valley




## *Dignity and discount prices are Forbes and*

Wallace's tools to recapture the customers and sales volume they lost when the Zayre's and Field's discount chains moved into Springfield. Forbes and Wallace is a high-grade department store located in the heart of the city. The store guarantees that it will match anyone's price on appliances and television.

Robert Toomey, manager of the appliance department, says, "We do not intend to lose our customers. If it means losing money in this department, we'll lose it, but we guarantee that we will sell at the lowest price in town." Toomey has shoppers calling on his competitors so that he knows the going prices. Assuming his costs are the same, Toomey has found that some dealers, discounters and independents alike, are selling merchandise at a 12% mark-up. "How they can do it or why they do it, is beyond me," Toomey says. "We often find that we are moving merchandise at a price, our compeitors are moving the same thing at the same price, then someone cuts the price. We match the price, but we don't improve our sales nor do they. We think that eventually we will win out."

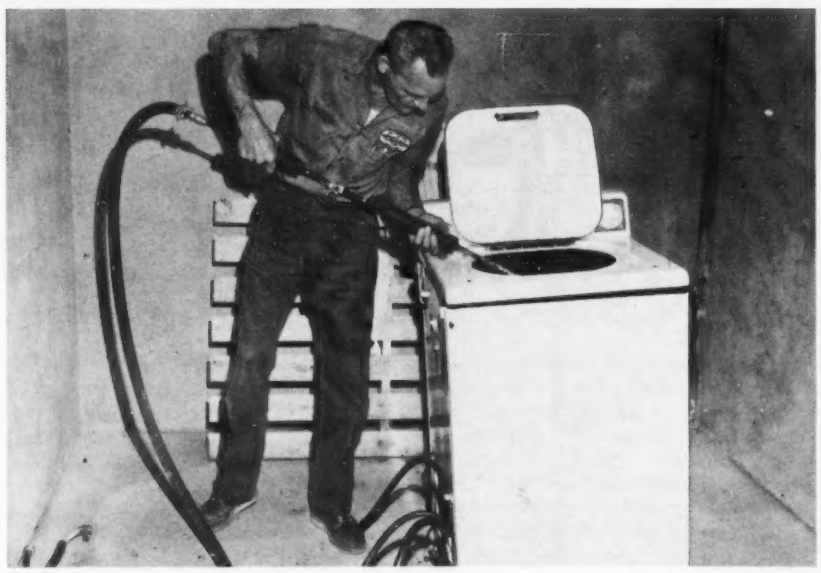



## *'Same day delivery is a lot more important*

than many dealers realize", says Bill Epstein, owner of Epstein's appliance and furniture store in Holyoke, Mass., nine miles from Springfield. "There are a lot of young married people who both work", Epstein says. "Saturday is the only day they have to shop and the only day they can be home to accept delivery of the things they buy. We make it a point, in these cases, to deliver Saturday afternoons. Because of this service, it is not uncommon for us to begin a slow Saturday, especially in the summer, and wind up at the end of the day delivering two van loads."

About discounters, Epstein says, "Their salespeople don't seem to know what they are doing. We have had people come in here with prices that are higher than suggested list prices. We have been in business here for 50 years. Our overhead is low, so we can give good deals. We draw customers from all over the area because they are referred here by old customers. The discount houses haven't hurt us much."

"We have cut back to two lines. By doing this, we concentrate our buying and get the same prices as the discounters," he added.



## *'Used appliances, low overhead and men to*

install what we sell are the three things that will help us survive in this retailing revolution," says Chester Pieroway, owner of Pieroway Appliances. "I'm not shooting for low overhead, I'm shooting for no overhead," he says. Pieroway started this program by moving out of a large building which he hopes to rent into another one he owns. Half of the one into which he is moving is already occupied by a tenant.

"I make more on one used appliance than I can sometimes make on three new ones," Pieroway says. He has a steam cleaner, a sizable parts department and a well-trained service manager who can tell at a glance if a trade-in is worth repairing. Investing parts and labor, Pieroway frequently gets back three times his cost. He often has trouble getting enough used appliances to fill the demand.

"We started as electrical contractors and we have a working deal with a plumber so we can install anything we sell. This gives us an edge selling dishwashers and disposers," Pieroway says.



## *'We use components to sell stereo consoles,'*

says Lou Del Padre, owner of Del Padre's Supply Co. "We take customers into the component room, let them see, hear and even feel the components that are in the console they have been looking at. Letting them hold the component is important because we sell stereo by the pound. We get them to lift one end of a better stereo set, then prove to them that good components are heavy and a set that doesn't have weight is probably inferior. We have seen them in competitors' stores lifting sets. Seven out of 10 come back and buy from us."

Del Padre also says, "We are building a quality image and a reputation as the leading experts in sound reproduction in this area. We are always putting on shows for the Rotary Club, the Lions Club or someone. When we run advertising, we often feature a $2,600 set, again to enhance our quality image. We also believe in saturation with our advertising. We often run 20 radio spots a day on all three stations when we want to stir up some action."

*Continued on p44*

# More than 95,543,701* people will see this theme: "Great Autumn Sale...Look for the Gold Star Values"

*Our estimate—one more if you watch too!







## tie-in now...so they come to your store!

**It's nation-wide! It's timed right! And it can pay off right in your own cash register . . .** if you plan *now* to tie-in and promote top-of-the-line Gold Star Award-winning Gas ranges.

**Look who's ready to help you:** Jinx Falkenburg—in national TV commercials! Howard Keel—in spot radio singing commercials—to use in your town! And your local Gas utility people—ready *now* with ad mats, streamers, tent cards, broadsides . . . everything you need . . . plus promotional advice, if you want it.

**Look where:** on a great new TV show, **THEATRE 62,** that gives you nation-wide impact in your own selling area! Opening night, October 4th, 10 p.m. Eastern time—THE SPIRAL STAIRCASE! First in a series of adaptations for TV by Fred Coe of famous David Selznick productions. Another winner in November, INTERMEZZO . . . 10 p.m. November 19th! Both shows carry great new TV commercials on this Great Autumn Sale, to pre-sell your customers on the sale ranges *you'll* feature . . . as a part of the continuing advertising program for the entire Gas industry.

**You'll find it pays** to join this fabulous promotion . . . just as it pays to sell Gold Star quality! AMERICAN GAS ASSOCIATION

GOLD STAR AWARD • AMERICAN GAS ASSOCIATION, INC.

*There's money for you in the magic of these famous names of ranges built to Gold Star standards:*

BROWN FEATURAMIC • CALORIC • CROWN
DETROIT JEWEL • EAGLE • GAFFERS & SATTLER • GLENWOOD • HARDWICK
KENMORE • MAGEE • MAGIC CHEF
MONARCH • NORGE • O'KEEFE & MERRITT
REAL HOST • RCA WHIRLPOOL • ROPER
SUBURBAN VISCOUNT • SUNRAY • TAPPAN
VESTA • WASTE KING-UNIVERSAL
WEDGEWOOD-HOLLY • WELBILT • WIZARD



U. V. Muscio, Fedders and chairman of NEMA's certification committee, makes a point at launching of the air conditioner industry program. Listening, from left: Leonard C. Bastian, Philco, and chairman of the technical subcommittee; Allan E. Bachman, executive vice president, National Better Business Bureau.

# Appliance Standards: Are They Coming?

Honesty is the best policy for the major appliance industry.

At least this is the sentiment of top level executives who favor development of standards for appliances as stringent as those for cooling capacity created by the room air conditioner section of the National Electrical Manufacturers Assn.

The air conditioner certification plan, (EM WEEK, Sept. 25, p3) voluntarily accepted by the majority of producers making 1962 room units, calls for a manufacturer to submit at least 50% of his total number of models for testing by the independent Electric Testing Lab, or by other companies under ETL's supervision.

If one manufacturer is suspicious of another's claims, he is permitted "challenge testing." The certified units will have seals.

The successful adoption of standards on air conditioners, proponents of an expanded program believe, must open the door to close scrutiny of other products, with the various appliance sections of NEMA setting the ground rules.

Although NEMA doesn't comment on conjecture, executives close to the trade group think the next categories to come in for certification are dishwashers, refrigerators and freezers.

It is believed suggestions to formulate certification programs will be made by some manufacturers' representatives in the NEMA electric dishwasher and refrigerator sections attending the consumer products division conference next May.

To underscore the need for such plans, one source said, "The better job the industry does of (1) getting honest, and (2) proving it, the better off it will be."

Official, independent, testing would not only give the consumer a fair shake and provide the dealer with strong selling promotions, it would also help minimize unfair competition practices among producers.

**Dishwashers,** for example, have confounded many. What constitutes a load can be debated, is being debated and will continue to be debated until a criterion is established. Carefully spelled out specifications, followed up by disinterested examination, would clear the air.

**Refrigerator and freezer** net cubic foot claims are open also to question and, some say, criticism. Most makers use the NEMA net in their advertising, but sources maintain that on competitive testing the nets have been off 0.5 to 1 cubic foot.

Thus, whatever the product, when a manufacturer erroneously advertises more than his competitors, for the same money, or less, he is vying unfairly.

# Truesdell On Sales

The bulk of the television manufacturers is looking forward to a better than 6.0 million unit sales year; some predictions are running as high as 6,385,000. But not everyone agrees.

**The minority report by Zenith** comes from Leonard C. Truesdell, president of Zenith Sales Corp., and one of the shrewdest industry forecasters.

Truesdell believes the industry can have a good fourth quarter and flatly predicts that mighty Zenith will wind up selling more than a million TV sets for the third straight year. "We're going to sell more than we sold last year," he said, "and I'm not counting color."

But Truesdell has grave doubts that distributor to dealer sales will hit 6.3 million units and has reservations on a 6.0 million year.

**Here's how Truesdell figures:** To reach 6.0 million this year, the industry will have to show a 21% increase in fourth quarter sales to dealers over last year. "I don't think this is going to happen," he said.

September is part of the key to Truesdell's thinking. If sales in September finish 10% ahead of last year, he figures, the industry will be doing well. And if the industry is going to show the necessary gains in October and November, why didn't it start showing in September? Truesdell asks. "There's no dramatic change in time. We're just ripping a page from the calendar."

Truesdell is working against last year's sagging figures: August, September and October, 1960, finished sharply below 1959; November showed slight improvement, and December came almost even with 1959.

**Truesdell had a warning,** too. He sees a potential danger if the industry produces enough sets for a 6.3 million sales year. "In that case, we'll have a high inventory situation at the end of the year."

## EM WEEK REPORTS ON APPLIANCE-TV

**AUGUST RECORDS FOR 3 MAKERS:** Norge, Kelvinator and Caloric all reported sales increases for August. Unit sales of all Norge appliances jumped 23% in August ahead of the like month last year. Volume, including dry-cleaning equipment, rose to the highest monthly total since November, 1959. Kelvinator's August appliance sales, up more than 26% over August, 1960, represented the highest monthly sales total in the past 4½ years. August marked the fifth consecutive month in which the appliance division chalked up a sales increase over the year-ago period.

Caloric Appliance Corporation's August sales were at record levels, up 36% from August, 1960, which was, at the time, also a record month. The sales totals for the first eight months of 1961 were the highest for any comparable period in the company's 71 year history. ■

**A NEW JAPANESE COLOR TV SET** will be shown soon in the U. S. by Toshiba, probably in the company's New York office. Toshiba will be looking for consumer reaction. The company has just developed a 14-inch three-gun shadow mask set and claims its picture is twice as bright as existing 17-inch Japanese pictures. ■

**ANOTHER COIN-OP DRY CLEANER** is being marketed; this one by VAMCO, called Dry-Cleanomat, is available on batteries of two or more units. The company is also producing a 20-pound capacity commercial washer called Duo-Wash. ■

**PANASONIC TAKES OFF:** To meet immediate delivery problems, Matsushita has started flying in radios from Japan. On certain models, air freight is costing the company more than eight times the regular shipping rate. But the company is saving about 27 days in delivery time. Matsushita also is expanding its advertising, opening up with a full color ad in "Life" after Thanksgiving, according to Ray Gates, national sales manager. ■

**THE REASON BEHIND TOSHIBA'S PRICE HIKE** on its $15.95 suggested list six-transistor leader radio to $19.95; pressure from Japan's Ministry of International Trade and Industry. Although Richard Stollmack, general manager of Transistor World Corp. which imports Toshiba, wasn't talking, trade sources made it clear that MITI considered $15.95 too low a price to advertise a quality name like Toshiba's. Even though Toshiba has boosted its list, distributor and dealer prices structure have not been affected. ■

**COOL COOKING:** The residential division of Jenn-Air Products Co., Indianapolis, has introduced a built-in range for the home, called the "Air conditioned Range." The ventilating, usually done by a hood, is performed within the range itself. ■

# How Toro's President Sees '62 Mower Season

Despite an 8% industrywide decline in mower sales this year, David M. Lilly, president of Toro Manufacturing Corp., Minneapolis, believes 1962's sales will climb to 4 million units.

"Bad weather during the selling season, a decline in housing starts, the general recession and the approaching effective saturation of the market all were responsible for the drop," the 43-year-old executive explained to EM WEEK. He pointed out that this year sales fell to 3.5 million units, compared with 3.8 million in 1960 and 4.2 million in 1959.

**The biggest problem** manufacturers and retailers will face next year, according to Lilly, is how to handle the growing trade-in market. He estimated replacements will make up as much as 75% of power mower sales in 1962.

"Toro's aggressive 'trade-up, trade-in' promotion demonstrates our approach to this problem," he said. During April and May, the mower company will launch its trade-in program in the "Saturday Evening Post" and "Look." In addition to the trade-in value on older models, Toro will offer consumers an extra $10 toward the purchase of its 21-inch Pow-R Drive Whirlwind rotary model.

Retailers, also faced with this problem, will be seeking ways next year to offer "equitable trade-in allowances to replacement purchasers and still not lose money," he said.

**An increase in reel-type mowers** at the expense of rotaries next year is expected to reverse the trend which this year saw rotaries capture 81% of the mower market, in Lilly's opinion. Reels, he noted, accounted for 12% and riders for 6% of the market.

At the same time, 1962 will see a halt in the trend toward the sale of smaller cutting sizes (18-inch and 21-inch units), he said. In July of 1959 a U.S. excise tax on mowers under 30 inches resulted in a sharp sales decline of rotaries over 22 inches. Lilly believes this situation has now stabilized.

**The introduction this year** of battery-operated mowers by several manufacturers has Toro "watching with keen interest and keeping abreast of developments" in this area. However, Lilly would not say when his company would be ready to market a battery-operated model.

Lilly pointed out that while his company has reduced the number of rolling rotaries, it has widened its line through diversification. The company is introducing several utility cars and golf carts and placing greater emphasis on its institutional machines through the introduction of five new models.

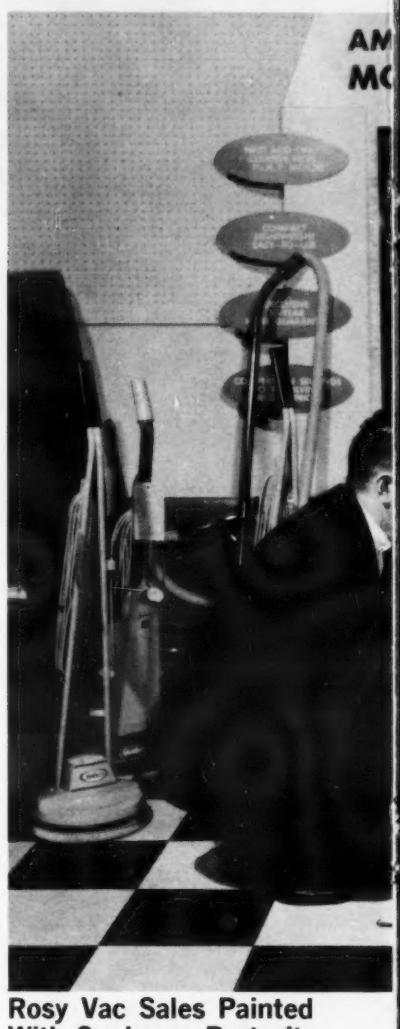
**Private label mowers** are expected to play a less important role in the 1962 season, according to the Toro executive. "I believe the replacement buyers are turning increasingly to quality, nationally recognized brands and we are tailoring our marketing program to fit this need of the department store."

He attributed the declining interest by the large stores in private label mowers to the increasing cost of servicing. Toro does not make private label mowers.

Asked why there were fewer early season promotions by department stores during this past year, Lilly declared:

"Toro continues to prompt early sales activity, but we believe the heart of the business still is in April and May. We are currently devoting our winter campaign to the promotion and sale of snow throwers, which have a big future depending on the approach made to the consumer.

"No-snow years increase consumers' reluctance to pay $200 or more for a machine that only moves snow. We believe our power-handle snow thrower promises growth because it can also be used to drive an entire family of yard-care units."



**Rosy Vac Sales Painted With Sunbeam Portraits**

## EM WEEK REPORTS ON HOUSEWARES

**A CORDLESS ELECTRIC TOOTHBRUSH** was introduced by G-E last week in Chicago. The unit consists of a power head containing a nickel-cadmium rechargeable battery; four brush inserts; and a recharging holder than can be plugged into any house current outlet. The entire set carries a suggested retail tag of $19.95. Replacement brushes will retail for 69 cents. The battery when fully charged will give about 15 two-minute brushings. Recharge time for a fully discharged battery is about 14 hours. Initial marketing will be in drug and department stores in the Chicago area, California and the six New England states. R. T. Woodward, marketing director for G-E's dental health section, described the marketing strategy for EM WEEK: A direct mailing was made to 20,000 dentists in the test areas four weeks ago. To date the literature has drawn a response estimated at 4,000 by Woodward. G-E's idea was to pre-sell the public—who could be scared off by the comparatively high price—by selling the dentists first. G-E is making also presentations to dental students in the test areas. Advertising is currently being placed nationally in professional dental journals. On the consumer level, advertising will be confined to the Chicago area until after the first of the year when Woodward expects G-E to make a national effort. ■

**VACUUM CLEANERS SALES WERE DOWN 3.7%** for the month of August, according to the Vacuum Cleaner Manufacturers Assn. Sales of domestic type vacs totaled 270,000 units in August of this year compared with 280,575 units in August 1960. Sales for the first eight months of 1960 are off 4% compared with the same period last year. ■

**SECOND EDITION OF UNION CARBIDE'S** "Buyers Guide for Stainless Steel Consumer Products"—a compilation of almost 600 consumer products, including more than 450 in the home furnishings category, and the names of companies making them—will be distributed to more than 20,000 hardware and department store buyers this month. The 106-page booklet is broken down into six sections—automotive, hardware, home building, and improvement, home furnishings, personal and recreation. Manufacturers are listed with each item. All products are listed alphabetically within the categories as well as in the over-all index. ■




More than 200 stores have already signed up for Sunbeam's Portraits for Profits vac promotion, according to Ernest Lee, Sunbeam's vacuum cleaner sales manager. In the above photo, Ken Barden (left), Sunbeam salesman, and William Kuhns, vac buyer for Carson, Pirie, Scott & Co., Chicago, explain the deal to a customer. For every three vacs (models 630 or 635) a dealer buys, he gets a free portrait display kit, a sample portrait and order blanks. Each customer who buys one of the $69.95 or $89.95 vacs is entitled to a free 14-inch by 18-inch hand-painted oil portrait.

# What Will Hardware Buyers Be Seeking At The Show?

Last week EM WEEK talked with representatives of a number of national buying offices to learn what buyers would be looking for at the 1961 edition of the National Hardware Show that opens today in Chicago's McCormick Place. They were also asked what their open-to-buy would be for the show and what their outlook was for the final quarter. Here's what they said:

**Lawn mowers** should get most buyer attention this year in spite of an only so-so year for the mower industry in general. And this year both high-ticket and promotional mowers will get a lot of play from buyers. Several buying syndicates asserted they would be shopping for name brand mowers in an effort to expand their mower lines toward the high end. Their plans for 1962 call for "doing a bang-up promotional job on high-ticket mowers as well as promotional and private label units." Other buyers plan to take long serious looks at promotional and private label merchandise with an eye to meeting discount and drug store competition.

"Don't get the idea that drug stores are selling cheap mowers," one buyer explained. "They spend about as much as we do for our promotional models. The kicker is that they're more than happy with a 5% or 6% margin. Of course," he explained, "they don't have the service headaches that we do. Our plans call for expanding our low-end and private label lines to meet that competition."

Buyers said they didn't expect a general increase in mower prices this year. A few indicated, however, there might be some slight price increases on national brands but little, if any, on promotional merchandise. In talks with manufacturers, EM WEEK learned that at least one engine maker and several mower manufacturers were planning slight increases for 1962, and at least one mower maker would make substantial price increases on many of its models.

**Snow blowers** will see plenty of action too. Some dealers have already begun to promote them on the basis of last year's exceptional sales. Others indicated they'll be shopping for snow blowers but none of them is willing to go out on a limb with big orders. "Snow blowers are a lot like fans," one buyer cautioned. "We would be dead if we bought a lot and it didn't snow." Still snow blowers promise to be hot because buyers don't want to miss out on a booming business as some of them did last year.

**Barbecues and outdoor furniture** were exceptions, but buyers reported that their inventories and open-to-buy positions are in "much better shape than they were a year ago." Good grass growing weather kept this year's slimmed-down mower inventories in step with sales but quite a few buyers reported getting burned by barbecues and outdoor furniture.

Buyers are optimistic about the next three months. Business is picking up now and everybody expects to have a good Christmas.

## HOUSEWARES SHOWCASE

Other New Products on Page 37

### An Electric Lullaby

"Slumber Tone," a transistorized device powered by a small battery, lulls babies to sleep the same way rocking, crooning and holding do. Enclosed in a styrene case, the unit produces a hum similar to that of prenatal environment, the company claims. Suggested retail price: $10.95.

*United Medical Products Co., Hopkins, Minn.*



### Coffeemaker Is Spoutless

The Buckeye division is introducing at this week's National Hardware Show in Chicago a new stainless steel percolator, model 1609.

The unit can make up to twelve 5-ounce cups of coffee and is made of 18/8 stainless steel. Features include spoutless decanter styling and light which goes on automatically when the coffee is ready to serve. The unit is equipped with a heavy duty cord.

The company promises immediate delivery. Suggested retail price is $19.95.

*Mardigian Corp., Buckeye Division, 770 Spruce St., Wooster, Ohio.*

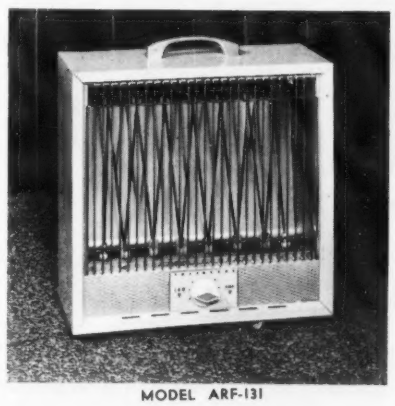


### 2 New Portable Heaters; One Cools and Purifies

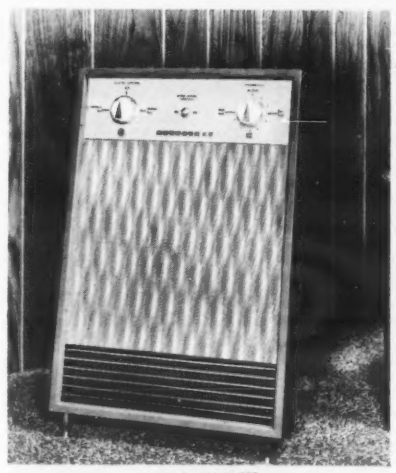
The versatile Regent, model SLA-482, is a heavy duty portable heater that heats, circulates, filters and purifies the air. A filter-type grill removes dust from the air while a concealed germicidal ultraviolet lamp acts as a purifier. An automatic fan, when set for "Constant Fan," acts as a summertime air circulator. Other features include a heavy duty static-free shaded pole motor, which does not hum or cause radio or television interference, a signal light, a safety overheat switch and wall slots on 16-inch centers that permit surface mounting. The 20½-pound unit's specifications are: 4,800 watts, 220 volts and 16,377 Btu per hour. Suggested retail price: $99.95.

Model ARF-131 is the company's new combination ribbon radiant and fan circulating portable electric heater. The wide ribbon resistance coil produces instant heat and the unit's reflector design is said to maintain a predetermined tension on the ribbon element, which prevents "element sag." The heater also has an automatic thermostat and a safety tip-over switch. Available in dusty rose baked enamel finish over steel, the unit carries a suggested list price of $23.45.

*Thermador Electrical Manufacturing Co., 5119 District Blvd., Los Angeles 22, Calif.*



MODEL ARF-131



MODEL SLA-482

# YOUR personal BUSINESS

Don't take your brakes for granted. Whether you're piloting a sleek foreign job or pushing a battered jalopy, brakes—like all parts of your car—require periodic checking and adjusting for proper performance and safety. The amount of work brakes have to do is considerably greater than you probably realize: Each stop requires creation of enough friction to bring 2,000 or more pounds to a standstill quickly and smoothly. In the case of bigger cars, the weight might even be as much as two tons.

- At the slightest sign of trouble, it's time for a brake check. This is simply a matter of common sense and preventive maintenance. Among the more common symptoms of brake trouble are: Squeaks in the pedal or brakes themselves; metallic squealing or a sudden drop in the pedals when brakes are applied; swerving and uneven stopping, and fading (slow but steady loss in pedal pressure).
- The frequency of the check depends on the condition and use of your car and how well its brakes are treated. If it's an older car and you do a lot of driving, brakes should be checked more often than if you have a newer car that you pamper. But no matter what the vintage of the car may be or how often you use it, brakes should be examined two or three times a year—even if they seem to be performing properly. And while you're on the road in between checks, here are some things to keep in mind to save brake wear:
- Anticipate stops, slowing down gradually. Apply brakes ahead of a curve, and avoid slamming them on as much as possible.
- Use low gear when driving down steep grades, using the brakes only intermittently to reduce speed "Riding" the brakes unnecessarily wears out the lining.
- Guard against unnecessary driving through water or sand—both of which are harmful to the brake system.

▲ ▲ ▲

Having trouble keeping up with things? Are you behind the times? Maybe your watch is a magnet. If your watch slows down five or 10 minutes one day and gains time the next, it may be because it's magnetized. The widespread use of powerful magnets in refrigerator and freezer doors, kitchen cabinets, televisions, and other such units, nowadays has increased the incidence of this kind of timepiece trouble. No need to revert to a sun dial if this is the problem. A watchmaker can help you out. He spots a magnetized watch by putting a tiny compass close to it, and can demagnetize it by passing it through an electronic coil.

▲ ▲ ▲

Are you spending money on vitamin pills? Part of it probably could be saved. If that comes as a shock, blame it on the supercharged advertising of many drug companies that promise vigor, sunny dispositions, better sleep and getting more out of life by going to the medicine cabinet once or twice a day to swallow their pills.

What about the ubiquitous vitamin tablet? The truth of the matter can be boiled down to four principal points:

- Several of the vitamins that sound so impressive listed on the bottle are put in solely for sales purposes. Experts are not even sure whether they are necessary for normal human processes. Vitamin E, for example, is so far known as beneficial only to rats.
- No amount of vitamins can supercharge you with boundless energy. The oversupply simply is thrown off by the body.
- An adequate diet provides the vitamins you need and in much better form than drugs can.
- And there are dangers in taking too many of certain vitamins. Many vitamin capsules contain far more units than are necessary to safeguard health.

None of this is to say that vitamin pills are all bad or that you should never buy any. You probably should take vitamins, especially if you suspect that your diet is lacking in basic nutrients. But buy with your eyes open—and not without your doctor's advice.




*". . . and to my nephew, Joseph Platt, who since he carries his own paper and thus is not in need, I leave my golf clubs. . ."*



## A DISTRIBUTOR SALESMAN



# *Price Cut Savagery Boils Over*

I was somewhat surprised the other week to read a headline in a newspaper that some African tribesmen, in an act of cannibalism, had beaten and eaten a couple of rival Britishers.

My surprise came from the fact that I did not know that competition in the appliance business had gotten quite that keen in Africa. In fact, I didn't even know that the big appliance chains had opened branches in deepest Africa.

As it turned out from reading the story, of course, the cannibalism practiced in Africa in this case had nothing to do with the appliance business. It concerned a couple of British army officers who fell victim to an old Zulu adage: "If you can't beat 'em, eat 'em."

However, the story made me wonder whether there weren't more healthy ways to carry out competition than some of the measures, bordering on cannibalism, used in appliance merchandising today in our own country.

A dealer I know told me that he recently ran a big, splashy ad in his daily newspaper on a dishwasher. It was supposed to feature a special "two-days only" price of $199.95. The newspaper goofed and the ad appeared in bold, black type with a price of $99.95. Even so, not a single dishwasher was sold from the ad. What was worse, the only calls for the item which he received came from rival appliance dealers who complained about his price-cutting.

**Price alone, apparently, is not always what makes appliances move.**

Yet I know any number of dealers who promote and slash price to the point where they lose money, merely to get at a competitor across the street. And the competitor across the street responds the same way. So the battle between the two is not to get a bigger and healthier share of the market in their area but to get at each other's throat.

I am not here, for one moment, suggesting that competition should be conducted by pelting flowers at one another. However, I am wondering whether, in their zeal to slice the throat of their price-cutting rivals, these promoters maimed the goose that lays the golden eggs.

The wild, unending Niagara of was-is price ads, incredible trade-in allowances and confidence-shattering giveaways has tended to confuse the appliance-buying public. The misleading come-on prices advertised in diverse and different forms has created suspicion.

**An appliance is no longer a prestige item.** It has become a horse-swapping item with the result that no matter how low a price is obtained, a customer still walks out of the store with the uneasy feeling that perhaps he didn't get the best deal after all. Even worse, he is apt to feel little, if any, confidence or pride in the appliance he bought.

And since all distributors and most retailers blame the manufacturers for all the evils of the appliance business, it seems to me that the time is right for them to call out their reserves in the public relations and drum-beater's corps and do something jointly to create a better public appliance image.

If they do, I'd like to pass on one suggestion to these public relations men. They ought to sponsor a free, all-expense-paid dealer trip for appliance retailers who can qualify as the sneakiest, misleadingest, no-service below-cost, price-cutters in their respective cities. The trip—one way—should be to the Zulu country of Africa.

**ABOUT THE AUTHOR**—*The creator of this column is a well-known distributor sales manager, who, for obvious reasons, doesn't want to be identified. His free-wheeling comments will appear here each month.*



# Buy Now... Pay Later...

By LAURENCE WRAY, *Editor*

We commented here last week on the bill introduced by Sen. Paul. H. Douglas requiring full disclosure by lenders of the true cost of consumer credit. The bill would make it mandatory for all sellers of credit to inform the purchaser of the cost of the finance charges in dollars and cents and in terms of simple annual interest. Aim of the bill, according to Senator Douglas, is not to *control* credit, but merely to let the consumer know what he is paying for credit charges. Hearings on the bill, incidentally, triggered publication of a new book, "Buy Now—Pay Later," by Hillel Black, which should be required reading for all of us engaged in the business of installment selling.

Now, on the face of it, there would seem to be little wrong with a measure designed simply to let a customer know what something was going to cost him. And there can be no denying that finance charges become part and parcel of the total purchase price. It is held, however, that although consumers will shop around avidly to obtain the best price on a product, they are either unaware or ignorant of the fact that the price they pay for credit also fluctuates considerably, or that apparently low interest charges on a monthly basis may actually be almost usurious on an annual basis.

**Even the August Federal Reserve Board, through testimony of its Chairman Martin,** said that the board "is in full accord with the objective of requiring lenders and vendors to disclose fully their interest rates and finance charges to credit customers. The regulation of trade practices of vendors or lenders in stating finance charges, where necessary to provide credit customers with better information, is a commendable social and economic objective." The board members held, however, that while they were in full sympathy with the "truth in lending" objective of the bill, administration of such legislation would not constitute an appropriate activity for the Federal Reserve System. Their primary responsibility, they said, was to regulate the availability and supply of credit in accordance with the overall needs of the economy. The FRB, in other words, gives the bill its blessing, but washes its hands over any "controls."

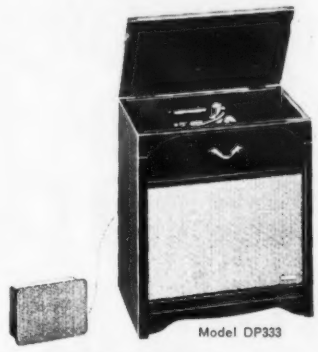
**However, the implications of this bill, which will be re-introduced, are manifold** and, inasmuch as a good half to two-thirds of our products are sold "on time," the impact of such legislation on the appliance-radio-TV business would cause some monumental headaches all up and down the line. It would make the "was-is" price advertising, already condemned by the Federal Trade Commission, seem picayune by comparison. If every appliance price tag must carry interest charges, and/or the true annual interest rate on carrying charges, retailers would have to hire mathematicians to compute the final price.

Even Mr. Black says, "A major objection to the [Douglas] bill is that there are so many different ways of calculating simple interest that even mathematicians would come up with a variety of answers. This criticism of the bill is valid for the moment. However, solutions to similar problems have been made time and again. . . A universal definition of simple annual interest can also be reached if mathematicians, credit sellers, economists and government officials agreed to work it out. There is no doubt that some yardstick is needed if consumers hope to compare credit costs."

Well and good, but even if such a yardstick were agreed upon, it would still make the retailer's life a nightmare when it came to pricing his products. Think of all the complex varieties of finance houses already taking dealer paper—the captive finance companies of the manufacturer, the public finance companies, the commercial banks, etc. All have varying degrees of finance charges but the element of free competition keeps them relatively uniform. Nor have consumers evidenced much concern over the charges they are asked to pay for financing their purchases. When they borrow money, they expect to pay interest on it; when they "borrow" a car or a refrigerator, they also expect to pay interest on the amount of money the product represents. The fact of the matter is that people with modest incomes simply do not have the cash with which to purchase furniture, TV sets, refrigerators, cars or washing machines—to say nothing of houses. Even Mr. Black admits that "to pay while one consumes—and that is the definition of buying on time—is no less a virtue than paying cash. Time buying affords low-income couples greater opportunity to marry earlier, raise families while they are still young, and to enjoy many of the benefits which the upper income couple can virtually take for granted." The book

*Continued on p12*


ONLY *dependable* BSR gives your sales and profits this triple assistance!




Again it's BSR in DECCA . . . Stereo High Fidelity Console in Mahogany, Walnut or Cherry!

**Built-in BSR** helps to lower your service costs . . . helps to widen your profit margin . . . works hard to build sales and satisfied customers for you! This important feature of the famous hi-fi you sell is *the world's favorite record changer* . . . enjoyed by most millions around the globe! Its very popularity reduces costs, increases profits...because BSR is mass-crafted with precision controls, and so effectively that it delivers extra years of trouble-free, profit-saving service. And *only* BSR features the sets you sell in national advertising to over 57,000,000 U. S. readers!

**BSR meets the highest standards of fine "packaged" hi-fi**

*■ Plays at all speeds . . . plays all record sizes intermixed ■ Light, skip-free tracking, as low as 2½ grams, protects both records and fidelity . . . tone arm adjusts to all cartridge compliance requirements ■ Hum-free, rumble-free shielded motor has extra power, precision balance, full rubber suspension ■ Concentrically weighted heavy turntable stops flutter and wow ■ Completely tropicalized, humidity-proof ■ Detailed specifications, service charts and parts list on request.*



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## Buy Now... Pay Later...

CONTINUED FROM P11

points out that, if consumer credit were eliminated tomorrow, millions of people would be unemployed.

**And so it all boils down to a single concept:** Is the public paying too much for the debt it incurs? Is business making bigger profits from selling debt than it is from selling products? These are good questions. And both the Douglas bill and Mr. Black's book answer them in the affirmative. All we can say is that, if the average appliance dealer is making money on installment financing, it sure as hell doesn't show up on his profit statement.

## EM WEEK READERS SAID . . .

**EM WEEK welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.**

**Editor, EM WEEK:**

In your continuing series of stories on the Lau Blower Co. going out of the window fan business, I begin to get the impression that the whole company is going out of business. Since I am still the firm's public relations counselor, I'd like to point out a few relevant facts.

First, the company is still in business. It is still the largest maker of "squirrel cage" blowers and supplies every major furnace and air conditioner manufacturer.

Secondly, it has been diversifying during the past 18 months. In May, 1960, it purchased Viking Air Products in Cleveland. This gave it additional manufacturing capacity for blowers and it also acquired the Viking line of home furnace humidifiers.

In January, 1961, it purchased the Meier Electric and Machine Co., in Indianapolis.

A third point is that Lau is still very much in the attic fan business.

Besides the diversification mentioned above, the company for some six years has had a Canadian manufacturing plant in Kitchener, Ontario, and a West Coast plant at Irwindale, Calif.

**Wade Atkinson**
**WAPR, Cincinnati**


Mr. Ralph Nielsen, Co-Owner, Harmon-Nielsen Co., Elyria, Ohio, says:

"FRIGIDAIRE APPLIANCE OWNERS are my best prospects for the new FRIGIDAIRE DISHMOBILE"



**"Here's Why:** Almost all housewives want a dishwasher. Statistics I've read say dishwashers lead all other appliances in the 'next wanted' category—and one out of every three dishwashers sold this year will be mobile. My Frigidaire customers know all about Frigidaire style leadership, engineering, craftsmanship, and performance from experience. When they decide to buy a dishwasher, what's more natural than that they should come back to me and pick a product they *know* they can depend on—*Frigidaire?*"

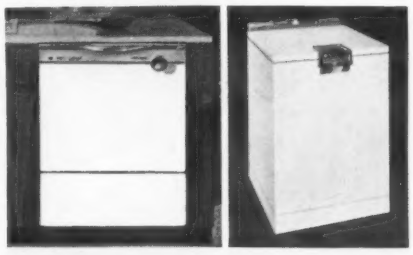
**Sell 'em once-a-day Frigidaire dishwashing they can build-in anytime**

Homeowners, renters, apartment dwellers—whoever your customers are—whatever they want in a dishwasher, the Frigidaire Dishmobile is. It's fully mobile, needs no installation. Moves when you move, but can be built-in anytime with conversion kit. Really big capacity. Washes, dries, and stores 12-place settings* PLUS 15 additional pieces. Roll-To-You racks for easy front-loading convenience. Counter-height maple wood chopping block top adds kitchen work space. Available in 4 Kitchen Rainbow colors and white.

**NEMA Standards*



**Exclusive Swirling Water Washing Action.** High pressure jets of water at sanitizing temperatures pry loose even the most stubborn food particles and stains. Washes and dries dishes, silver, and glasses party-clean.



Under-Counter models, too, as as well as two economy top-loading mobiles. The Under-Counters match Dishmobile features; colors.

FRIGIDAIRE *Advanced Appliances designed with you in mind*
PRODUCT OF GENERAL MOTORS
FRIGIDAIRE DIVISION OF GENERAL MOTORS CORPORATION, DAYTON 1, OHIO



ELECTRICAL MERCHANDISING WEEK
VOL. 93 NO. 40

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**ZENITH PIONEERED IT!**

**ZENITH DEVELOPED IT!**

**ZENITH PERFECTED IT!**

# ALL-NEW ZENITH STEREO FM RADIO IN THE 1962 ZENITH "DECORATOR GROUP"



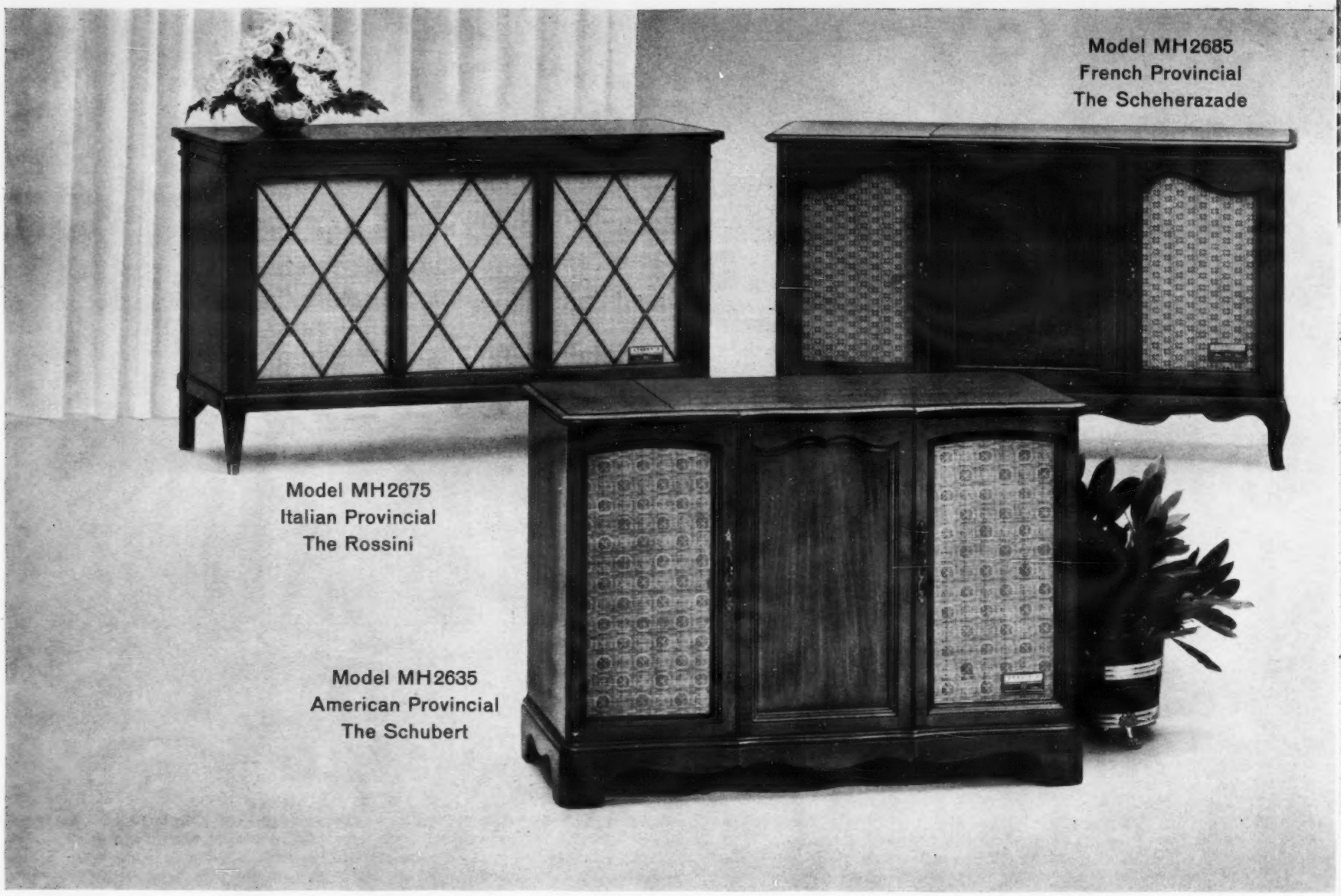
**You've already seen the outstanding new Zenith Royalcraft Stereo line. Now Zenith brings you the magnificent new "Decorator Group" to complete the world's finest selection of High Fidelity Stereo Instruments for 1962!**

***See how Zenith Stereo FM Radio gives you more to sell in the world's leading line of fine furniture stereo***

*Zenith brings you the World's Finest, Most*

# ALL-NEW 1962 ZENITH

***Featuring new built-in Stereo***



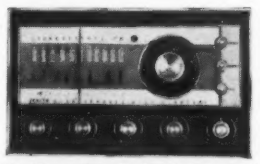

## World's finest furniture cabinetry in genuine hardwood veneers and solids, plus Zenith quality sound reproduction, give you the most to sell in Stereo!

Only Zenith brings you all the elegance, all the fine furniture craftsmanship so important in selling stereo today, combined with great new engineering advancements for the world's finest stereo sound reproduction. Zenith's famous Decorator Group is authentically designed in genuine hardwood veneers and solids to match the leading trends in fine home furnishings. And now it features exclusive Extended Stereo, Extended Reverberation *and all-new Zenith Stereo FM Radio!*

***Also see the new Zenith Royalcraft line of fine furniture stereo in genuine hardwood veneers and solids, starting at $179.95!****

## All-New Zenith Stereo Studio Sound Control Panel!

**Featuring all-new Zenith Stereo FM Radio**



New *custom-look* panel contains full tonal response controls for both the high fidelity stereo record playing instrument and Zenith's new super-sensitive Deluxe AM-Stereo FM Radio. One simple knob tunes in Stereo FM, standard FM or AM programs quickly and easily. Radio indicator light automatically turns on when tuned to Stereo FM —helps find Stereo FM broadcasts fast. Other knobs on the panel include the Band Selector Control, Combination Loudness and Stereo Balance Control, Stereo Selector, Reverberation Control**, Separate Treble Control, Presence Control and Bass Control. Model MH2615 has same features on special dual-panel arrangement.

**ANOTHER EXAMPLE OF ZENITH LEADERSHIP IN ACTION! SEE THE ENTIRE LINE**

**OF 1962 FINE FURNITURE STEREO AT YOUR ZENITH DISTRIBUTOR'S NOW!**

***Complete* Stereo Instruments in a single cabinet!****

# "DECORATOR" STEREO

***FM Radio in every model!***

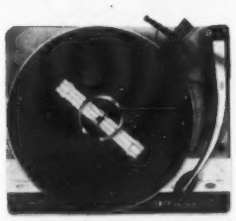


Model MH2670
Danish Modern
The Sibelius

Model MH2615
Modern
The Verdi

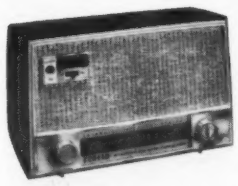
**ALSO THREE MAGNIFICENT "DECORATOR GROUP" TV-RADIO-STEREO COMBINATIONS—ALL FEATURING ZENITH STEREO FM RADIO!**

## Exclusive Zenith "Stereo Professional" Automatic Record Changer!



World's finest precision home console changer especially designed for stereo records. Plays all stereo and monaural LP's with unsurpassed fidelity and clarity. New lightweight Custom Cobra® tone arm is extra long to allow the finest and most accurate tracking in automatic record changers. New high compliance dual needle stereo cartridge assures more uniform frequency response, superior stereo sound separation, longer record life!

## NOW EVERY FM OWNER IN YOUR AREA BECOMES A PROSPECT FOR ZENITH STEREO FM RADIO!



### New Zenith Table Model FM Radio and Stereo FM Multiplexer

All-new MH910 Stereo FM Multiplexer is exclusively designed to be used with any other FM radio to receive Stereo FM Broadcasts. It also operates by itself as a Zenith quality FM radio. No cords between sets. No extra accessories. Everything is built right in. Can be used in any room in the home. Positioning for proper separation *not limited* by cords or connections between sets!

***NO ADAPTERS OR CONVERSION KITS NEEDED!***

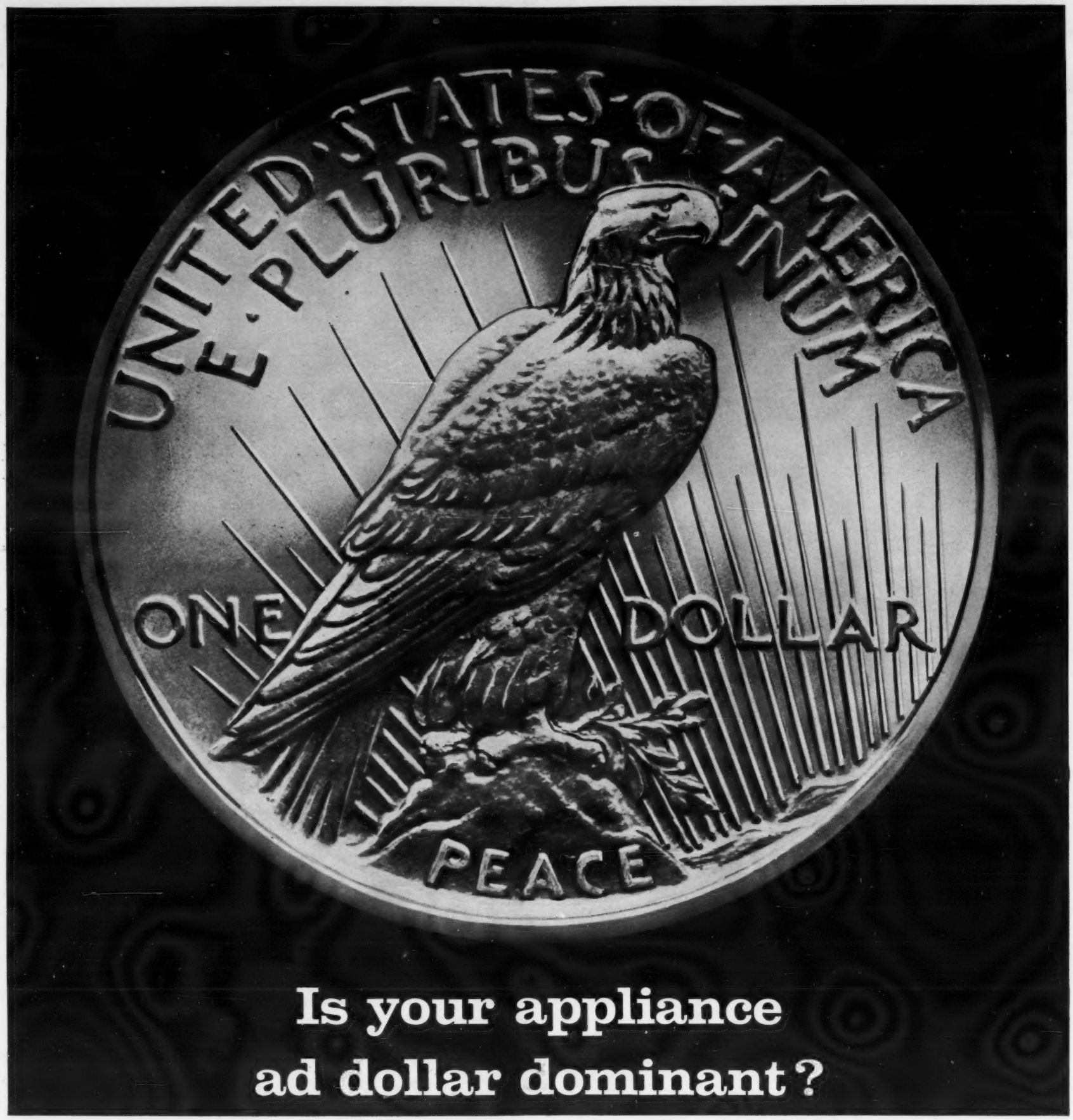
ZENITH

*The quality goes in before the name goes on*

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONTARIO. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 43 years of leadership in radionics exclusively.

**Manufacturer's suggested retail price. Prices and specifications subject to change without notice.*

***Exclusive Zenith Extended Stereo and Extended Reverberation included in every console pictured above except Model MH2635. Extended Reverberation may be added later in this model.*




# Is your appliance ad dollar dominant?

## or dwarfed?

You must pay—and pay handsomely—for dominating advertising space in newspapers. Small ads are swallowed up. You *buy big* if you want your story to stand out.

There is another way, though, one which lets you dominate a medium (and a market!) with economy. That's the TV GUIDE way. The regional edition of TV GUIDE (out of 62) that matches your market gives you: (1) circulation and cost-per-reader competitive with those of newspapers; (2) the acceptance and impact of a national magazine; (3) 7-days-a-week exposure.

What's more, for the ad dollar invested, it is clearly easier to *dominate* TV GUIDE than a newspaper. You can test the economy of this dominance in a minute. Simply compare half-page ads in TV GUIDE and your local newspaper. *Then look at the cost of each.* The figures speak for themselves.

TV GUIDE's national impact, its duration of exposure, and its dominance with economy are working now for distributors in the Philadelphia, Cleveland, Minneapolis-St. Paul, and Washington-Baltimore markets. It will pay you well to put them to work in *your* market.

TV GUIDE

*Best-selling weekly magazine in America*

# HARDWARE

# Shopping Guide to 1961 Hardware Show

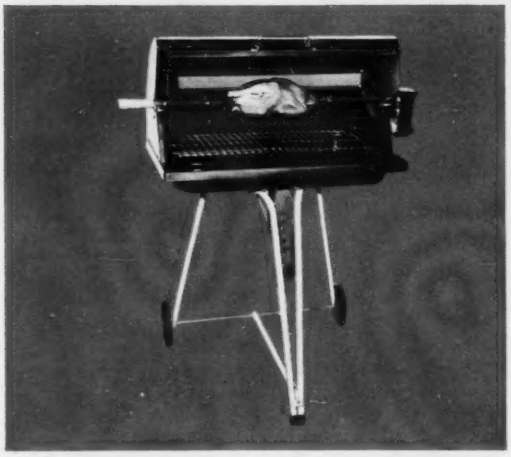
This year's Hardware Show at Chicago's McCormick Place is bigger than ever. More than 300,000 square feet of display space is crammed full of exciting new products. To make your shopping a little easier, EM WEEK has collected new product information from 24 of the country's leading hardware, housewares and outdoor equipment manufacturers in this exclusive shopper's guide. The table of contents at the right lists exhibitors, their booth numbers and the page numbers on which their new products are shown.


| EXHIBITOR | BOOTH NO. | PAGE NO. |
|---|---|---|
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| Columbus Iron Works Co. | 1386 | 28 |
| Dapol Plastics Inc. | 606 | 27 |
| Dennis Mitchell Industries | 505 | 21 |
| Glaser Prods. Corp. | 1458 | 18 |
| Gravely Tractors | 1313 | 20 |
| Heineke & Co. | 1105 | 24 |
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| Loma Industries | 109 | 22 |
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| Wisconsin Marine Co. | 1200 | 18 |


# SHOWCASE

# Shopping Guide to 1961 Hardware Show

## New Barbecue Wagon Has Smoker Hood



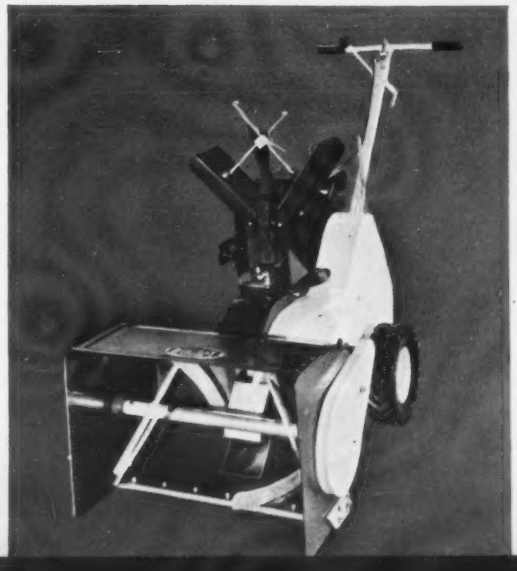
Glaser Product's addition to its line of barbecue wagons for 1962 is its new model M-1862 (left) which features a full smoker hood that can be recessed easily for ready access to food or fire. The front half of the hood is finished in Chinese red and the rest of the unit is painted a metallic charcoal grey. The tubular steel legs are white.

The unit is equipped with a nickel chrome plated spit that's turned by the company's heavy duty, fully guaranteed motor.

The suggested retail price for the M-1862 is $25.95. Delivery date is Jan. 1.

*Glaser Products Corp., 912 N. Market St., St. Louis 6, Mo.*

## New Snow Thrower Clears Heavy Snow



The model 820 Bob-Cat self-propelled snow thrower (left) features the Sno-Flo feeder which, through the action of the high speed blades, draws snow into the feeder and then moves the complete load into a second stage high-thrower. The 20-inch wide by 14-inch feeder case is designed to eliminate stalling or choking of the machine in heavy snow. Snow can be discharged up to 30-feet either right or left, or at any angle within a 180-degree arc. The unit has large tires which are easily fitted with tire chains. Suggested retail price is $261.50.

*Wisconsin Marine Co., Box 28, Lake Mills, Wis.*

## Garden Tractor Makes Changes Easy



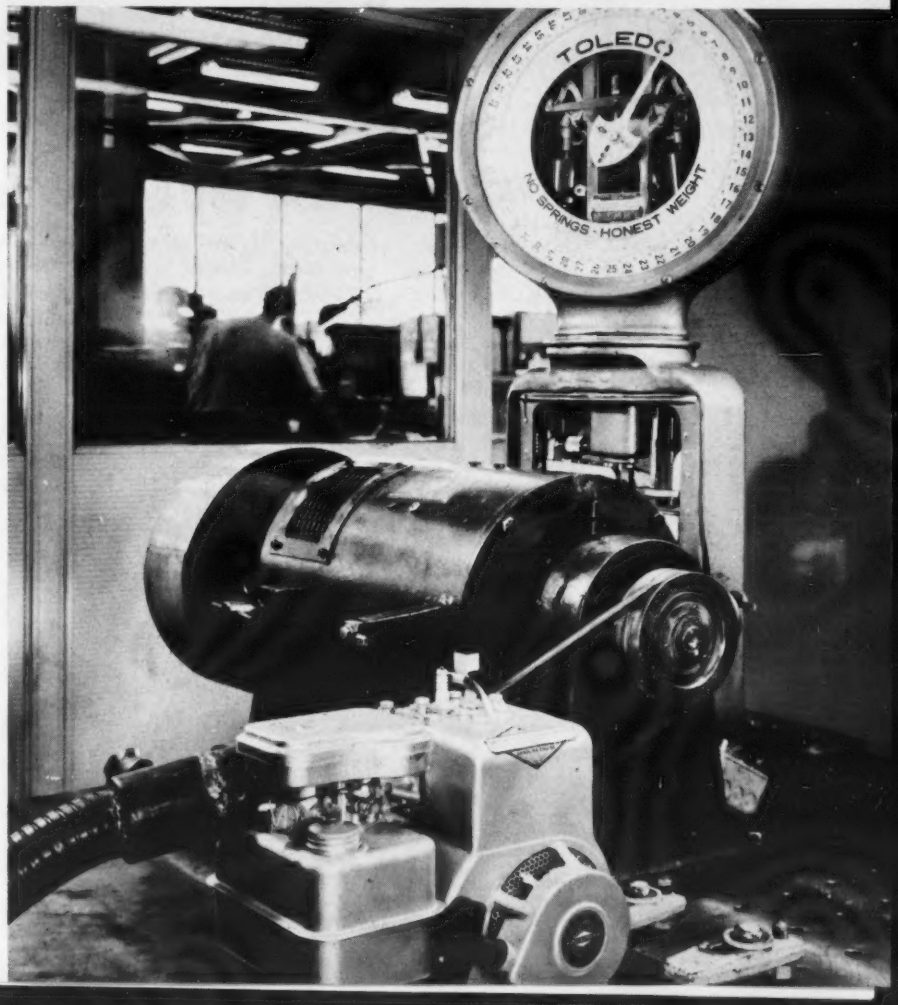

The Bolens Husky 600 (right) garden tractor permits high-speed switching of 11 implements and attachments. The 6-horsepower unit features a new drive-shaft arrangement that makes it easy to couple and uncouple any of the tractor's attachments in a matter of seconds.

The Husky 600 is equipped with an electric starter; gear transmission with three forward speeds and a reverse in each of the two speed ranges; differential and transmission in one housing on the axle; unitized hood and grill hinged to tip forward for easy access and a clutch pedal.

The suggested retail price for the tractor is $485 and the delivery date is Oct. 15.

*Bolens Division, FMC Corp., Port Washington, Wis.*

## Easier Starting For B&S Engines

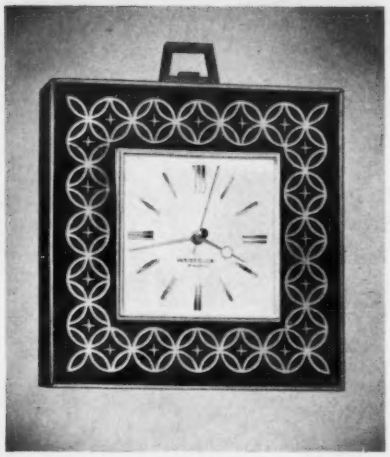


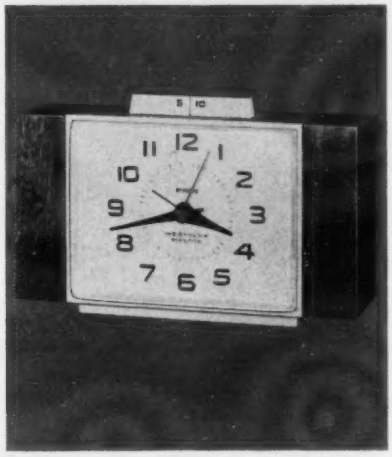

A new starting system for application on small engines for powering lawn mowers, garden cultivators, lawn sweepers, snow blowers, agricultural implements and construction tools is on display in the Briggs & Stratton booth. The company claims that the new system cuts starting effort in half while maintaining engine efficiency while operating. Dynamometer tests (right) show that the "Easy-Spin" starting system has little if any effect on horsepower.

According to Briggs & Stratton, some of the advantages of the new starting system (now standard on all B & S engines) include a 50% reduction in starting effort; safer operation because the possibility of equipment tipping during the starting operation is minimized and the taming of kick-backs to a point where they are no longer problems.

*Briggs & Stratton Corp., 2711 N. 13th St., Milwaukee, Wis.*

## Dialite Drowsewood Makes It Easy To Tell Time





One of the models in the new Westclox clock line is the Dialite Drowsewood (model 21038) shown on the left. It features a dial that glows at night for full visibility. It's available in beige with walnut side panels. Suggested retail price is $12.95.

The Variety (far left) represents part of the Westclox line of electric wall clocks. The 9-inch square clock is designed to be mounted flush on the wall. The Variety is available in black (model 26051) or in brown (model 26053). It has a suggested list price of $9.98.

Both clocks are available for immediate delivery.

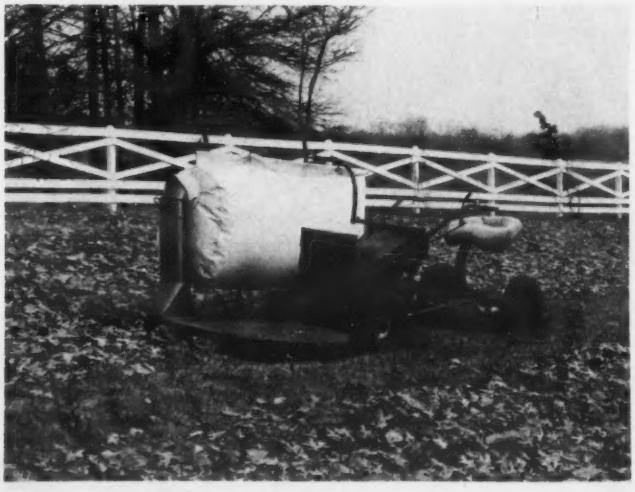
*Westclox, La Salle, Ill.*

## "Top Hat" And Vac Lead Outdoor Line

A big new 50-inch rotary lawn mower—the "Top Hat"—is being featured at the Gravely Tractor booth. The new unit (right) uses three rotary blades to cut its 50-inch swath. Delivery will be made during Oct. and Nov. Prices have yet to be established.

The leaf and debris vacuum cleaner at the left has a 40 bushel or 70-pound capacity and is designed for year around vacuuming chores. The Leaf-Away is designed to operate in conjunction with the company's 30-inch rotary mower. Price is $73 FOB Dunbar.

*Gravely Tractors, Div. Studebaker-Packard, Dunbar, W. Va.*



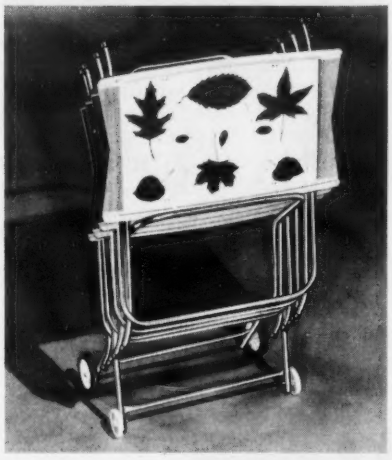


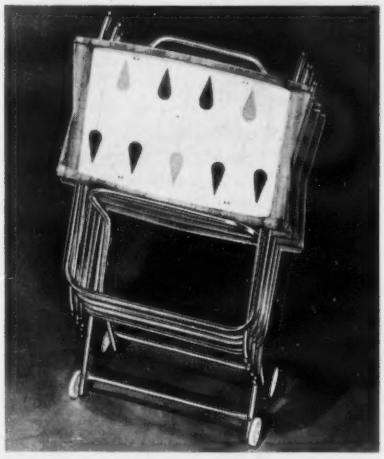
## New "Furniture Look" In TV Tray Sets

Autumn Leaves (right) and Moderne (far right) are two of the designs available in the new Dennis Mitchell line of TV-tray table sets. The autumn pattern (model 6054-570) features a variety of leaves embedded in translucent fiberglass with walnut tone handles. The Moderne pattern (model 6054-571) is also embedded in fiberglass.

The trays in the line are extra large (24-inches by 15½-inches) and the brass colored tubular steel stands are plastic tipped to protect floors. The carts double as racks and servers. Suggested retail price for both sets is $29.95.

*Dennis Mitchell Industries, 4424 Paul St., Philadelphia 24, Pa.*



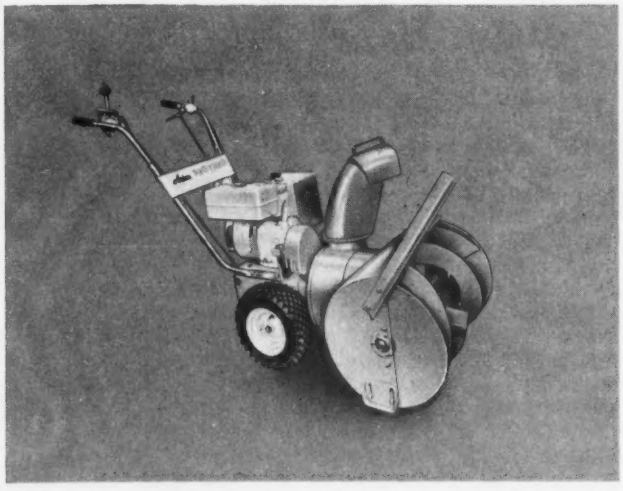


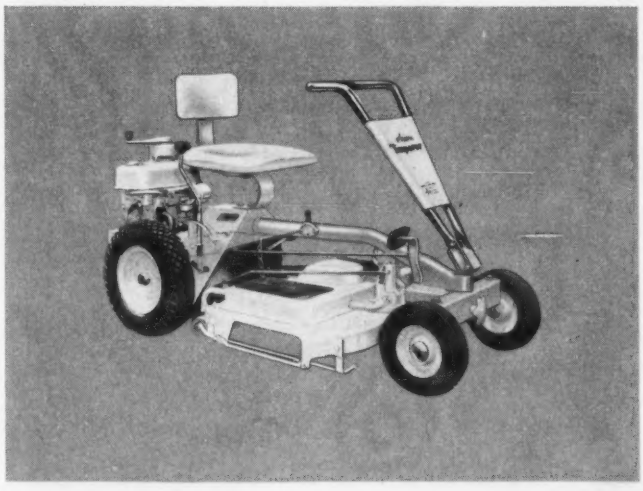
## New Riding Mower Has Floating Action

The new 32-inch riding rotary on the right has "Flex-N-Float" action which allows complete freedom of the mower to follow any lawn contour without danger of scalping. A direct drive 5½-horsepower engine is mounted in the rear to provide better traction. The unit is equipped with an "Insta-Hitch" knob to attach other tools.

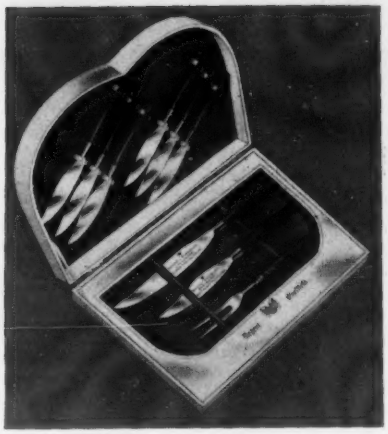
The Sno-Thro (model 10M-L35) shown on the left is available in 3½ or 5½-horsepower engines. The manufacturer claims that the 5½-horsepower model will clear 300 shovelsfull of snow per minute.

*Ariens Co., 291 Calumet St., Brillion, Wis.*





# Regent-Sheffield's Featuring Full Line Of Danish Cutlery

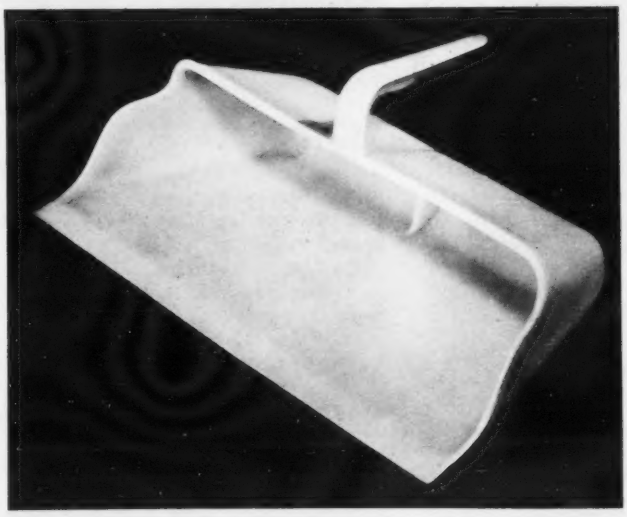


Regent-Sheffield, manufacturer of Sheffield English stainless cutlery is introducing a full depth line of Mode Danish cutlery at its booth.

The 9-piece set shown on the right —the Presentation Set—has a suggested retail price of $19.95. Included in the set are an 8-inch carver, a 6-inch game knife, a carving fork and a 6-piece set of steak knives. The set is available in seven different patterns.

Also in the Regent-Sheffield Mode Danish line for 1962 are a 6-piece steak knife set that retails for $9.95; a 3-piece carving set with a suggested retail price of $9.95; a 2-piece carving set that lists at $6.95; a 2-piece spreader set with a $3.50 suggested price; a cheese server that lists at $3.50; a bartender with a $3.50 suggested price; a pastry server which lists at $3.50; a pie server with a $4.95 tag; a roast holder listing at $4.95; a cake knife with a suggested price of $4.95 and a set of poultry-game shears that carry a $7.95 suggested price tag.

*Regent-Sheffield, 152-35 Tenth Ave., Whitestone 57, N. Y.*





## Plastic Housewares Featured By Loma

A new Easy Grip polyethylene dust pan (left) is being featured at the Loma booth. The big capacity (12¾-inches by 7¼-inches by 4¾-inches) pan is available in red, yellow, pink, turquoise and sandalwood. It carries a suggested retail price of 98 cents.

Also new for 1962 is the 4-piece canister set (model 771) shown on the lower left. Available in the same colors as the dust pan, it has a suggested list price of $2.98.

Loma is also showing a heavy duty rectangular dishpan and heavy duty round ones. The list price is $1.98.

*Loma Industries, 3000 W. Pafford, Fort Worth, Texas.*





## "Fun To Be Fit" With Slim-Master

That's the slogan that Central Stamping is using to sell its line of exercisers.

The Slim-Master manual exerciser (above right) has a suggested list price of $33.50 and is available for immediate delivery in most markets. It's designed to take the user through a series of rhythmic motions to exercise "every major portion of the body." The pedaling motion exercises the trunk, hips, legs and thighs and, at the same time, the back and forth motion of the handle bars exercises the muscles in the shoulders, back, abdomen and arms. Heavyweights needn't fear that their bulk will be too much for the unit to bear: The frame has been tested to hold 400 pounds. The unit has self-adjusting floor levelers and a cushioned adjustable height saddle.

The powered brother of the manual unit—the Pow'r Cycle exerciser —carries a suggested retail price of $99.95. The unit (top left) is powered by an electric motor that allows a person to exercise automatically. A finger-tip on-off switch is located on the handle and gives the user positive control of the power imput at all times. The exerciser can be plugged into any ordinary electrical outlet.

A new kind of barbell—an electric vibrating one—weighs only 12-pounds and carries a retail tag of $44.50. The unit (right below) has twin electric vibrator motors in the bell ends. Each unit is equipped with a foam rubber spot massager that can be clipped to the bar and used to stimulate specific areas of the body. The barbell is also equipped with a protective rubber rim around each bell to protect floors and an on-off switch. It plugs into any ordinary electrical outlet.

Central Stamping is also showing two new fertilizer spreaders at its booth. The 20-inch unit (model C-1662) has a suggested retail price of $14.95 and the 24-inch spreader (model C-1664) lists at $17.95. Both units are equipped with a new cable release on-off control, a newly designed agitator that will handle pellet and lightweight type fertilizers and micrometer type flow controls.

*Central Stamping & Mfg. Co., 900 S. Division St., Polo, Ill.*



## Get Rid Of Snow The Sno-Away Way

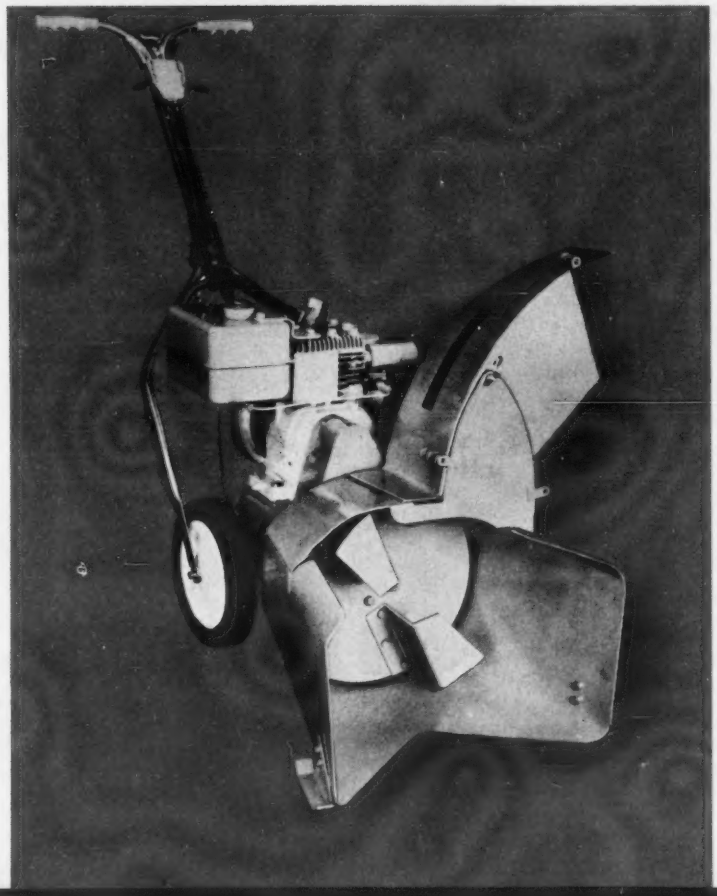
That's what Simplicity Mfg. Co. will be telling buyers who stop today to see its new Sno-Away (Model 990221) snow thrower.

The new unit is powered by a 3½-horsepower, 4-cycle Lauson engine with a winterized recoil starter. It's equipped with a forward and reverse gear driver transmission. A hot air deflector heats the carburetor control linkage and the air cleaner; this keeps the engine in proper operation while the unit is working.

The Sno-Away clears a 23-inch path of snow. The blower housing is mounted on steel disc rollers and it's adjustable for height to permit operation on crushed rock driveways or uneven sidewalks. The blower spout can be adjusted a full 180-degrees from the control handles when the machine is in operation. The unit's wheels work independently of the auger and both may be engaged or disengaged without affecting the other.

The suggested retail price of the Sno-Away is $235.

*Simplicity Mfg. Co., Spring St., Port Washington, Wis.*



## New Snow Throwers Won't Throw Stones

Heineke's new line of Excello snow throwers (left) are easily adjustable for height to clear walks or gravel drives. Consumers needn't worry about tossing the gravel from their driveways to their lawns as they get rid of the snow. The new units also adjust—without tools—to throw snow either to the left or to the right.

Both the self-propelled model H 7079 and the push type model 7078 are powered by 3-horsepower Briggs & Stratton winterized engines. And both units feature the Heineke gear box drive and angled blower fins. Each unit will clear a 17-inch path of snow.

The new line is available for immediate delivery. Prices will be announced at the show.

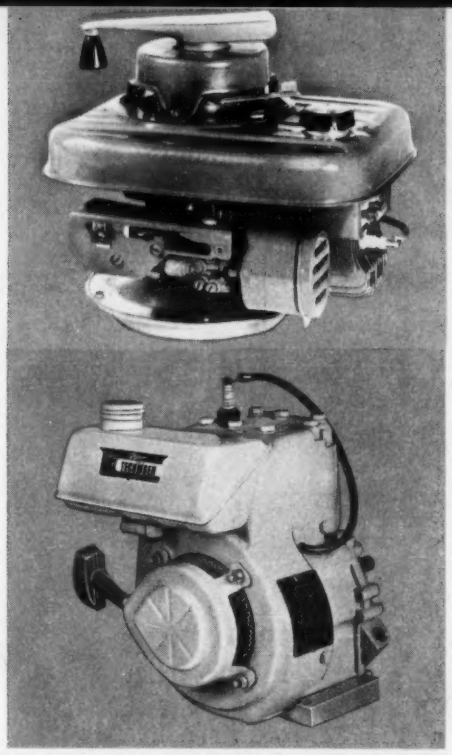
*Heineke & Co., Inc., 160 Potomac St., St. Louis 18, Mo.*

## New Engine Line Is "Wife Startable"

The new Ezee-Start series of engines (examples shown at right) by Lauson-Power Products is said to cut in half the muscular or mechanical effort needed to start an engine. And it has 5% more horsepower than the company's 1961 engine line.

The lightweight heavy duty aircraft type engines are built of aluminum alloy die castings with integral iron valve guides, valve seats and cylinder sleeves for greater wear resistance and longer life. Prices will range from $48.50 to $80 depending on horsepowers and accessories.

*Lauson-Power Products Div., Tecumseh Products Co., Grafton, Wis.*



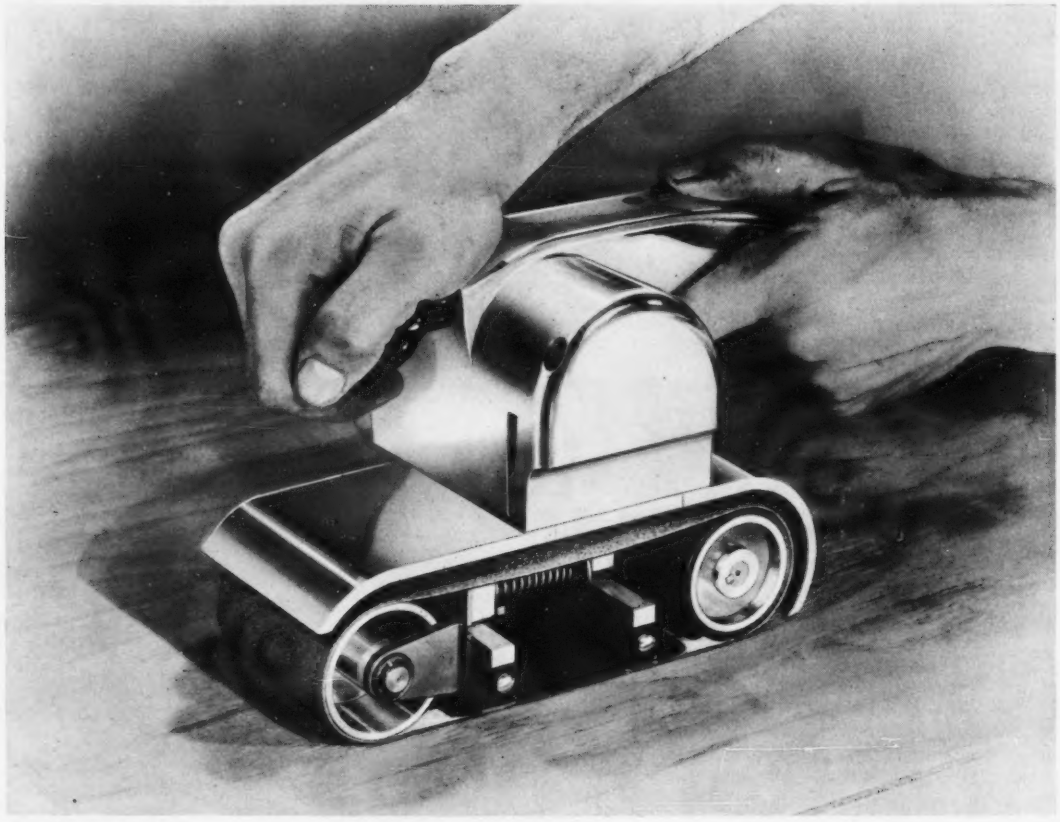
## Pincor Unveils New "Gyro-Vac" Mowers

For 1962 Pincor is introducing a new rotary mower line that's claimed to be revolutionary in design. The new "Gyro-Vac" mowers (right) have a plastic load-compensating disc mounted on the power shaft above the cutter blade. As the disc revolves at the same speed as the blade, it propels grass clippings by centrifugal action into the discharge opening and packs it solidly into the grass catcher. Pincor claims that its new mowers will cut the heaviest wet grass with out clogging; aerate and vacuum the lawn bed as they cut the grass; and pack grass clippings solidly into a grass catcher.

There are three models in the new line, two with 3-horsepower engines, impulse starters and height adjustments and one electric motor model.

*Pioneer Gen-E-Motor Corp., 5841 Dickens Ave., Chicago, Ill.*





## Belt Sander Aims At Home Workshop

The new Wen belt sander (model 910) shown above has a suggested retail price of $44.95. The company claims that at $44.95, the unit is a natural for the do-it-yourself market.

Some of the features of the new unit include forced ventilation that cools the motor and directs an air flow over both the sanding belt and work, keeping both clean and free from dust; a contour-grip handle with two knob positions to facilitate both surface and overhead sanding; a belt tension device that permits fast belt changes and a travel guard that prevents the belt from damaging the casting.

The 910 has an 18-square inch sanding area. It has a polished aluminum housing and weighs seven pounds. The unit is driven by a 4½ ampere motor. It's available for immediate delivery.

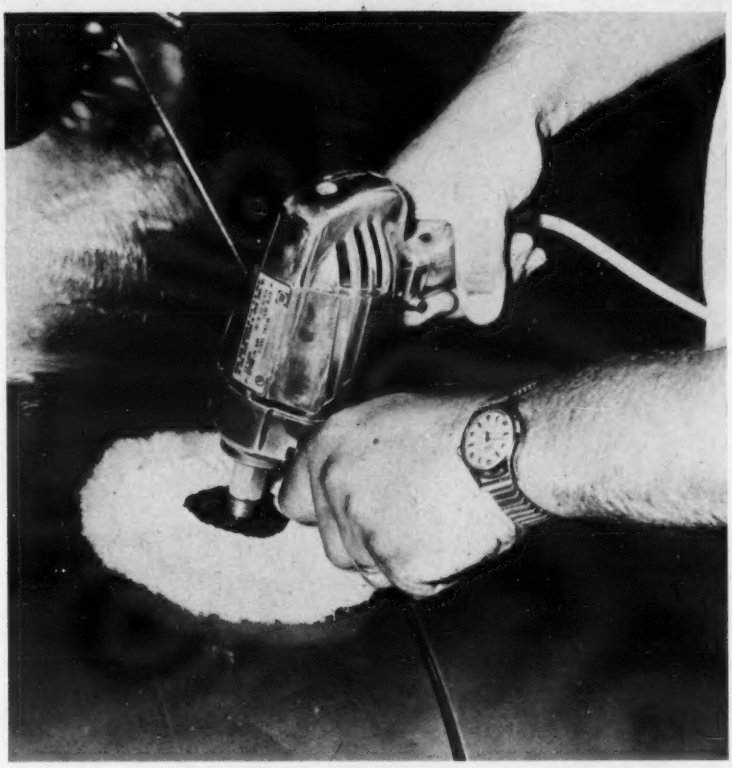
*Wen Products, Inc., 5810 Northwest Highway, Chicago 31, Ill.*

## New Polishing Kit Added For 1962

Portable Electric Tools has added a new automobile and household polishing kit to its 1962 line. Called the model K-1560M, the new polisher (right) is designed to polish automobiles without burning lacquer, enamel or acrylic finishes. It's made of die cast aluminum to reduce its weight to slightly under 3½-pounds, making it light enough for polishing furniture, silverware and floors. A three-ampere motor provides an operating speed of 1200-rpm under load and a ball thrust bearing permits application of high pressure to weathered surfaces.

Included in the polisher kit are a lambswool polishing bonnet and a flexible rubber pad. An auxiliary handle is also included for two-handed guidance of the unit. Suggested retail price is $29.95.

*Portable Electric Tools, Inc., 1200 E. State St., Geneva, Ill.*



## Colors Highlight New Dapol Line

Two new colors—green onyx and white marble—in a marbleized effect are being seen for the first time at the Dapol Plastics booth.

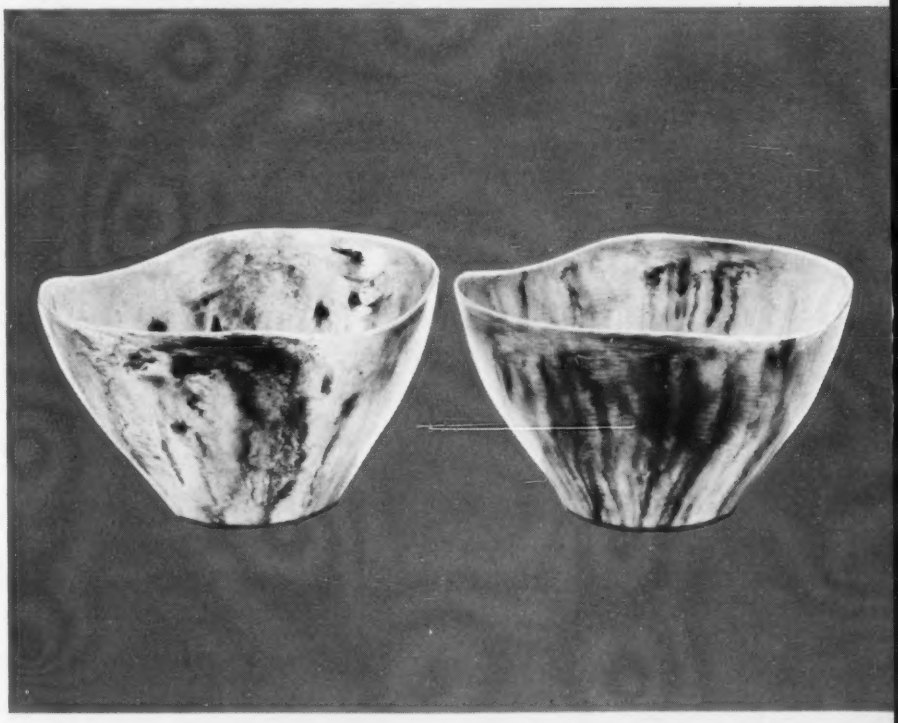
A Danish-styled salad and fruit bowl (model D-201) is offered in two new colors as well as rosewood and granitone. Its suggested retail price is 98¢.

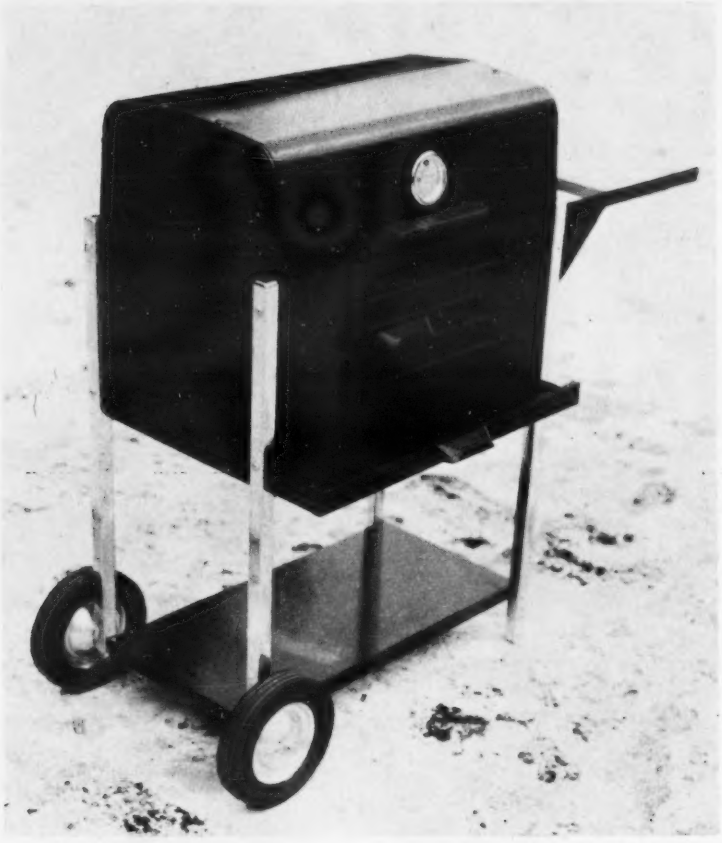
A Danish modern bowl (model D-200) is also available in the new colors and it too carries a suggested retail price of 98¢.

Also in the Dapol line this year is a Swedish-styled serving dish made of break resistant polystyrene. It's available in green onyx, white marble, rosewood and decorator colors. It has a suggested retail price of 98¢.

An unbreakable polyethylene flower planter-vase (D-221) retails at 98¢ with its brass plated metal stand.

*Dapol Plastics, Inc., 53 Northboro St., Worcester 4, Mass.*





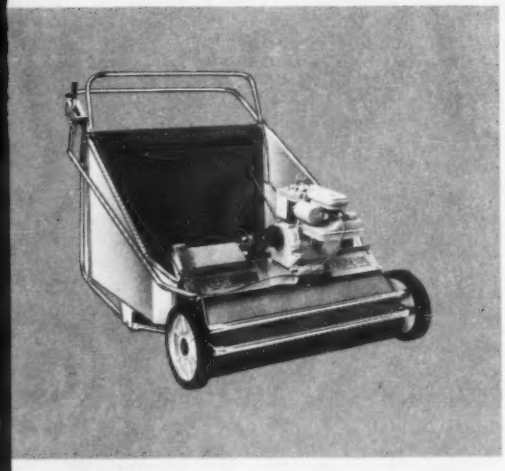
## Portable Pits Are Convertible In '62

All four models in the Columbus Iron Works line of portable charcoal pits are convertible to permanent patio pits this year. The ash drawers pull out from the front on this year's models (left) allowing consumers to remove the legs and wheels and permanently install the units on their patios.

Top of the line is model 240A which carries a suggested retail price of $98.85 and features four wheels, two cutting boards and 627 square inches of cooking area. Model 220A lists at $87.75; it has two wheels, one cutting board and 627 square inches of cooking area. Model 450A has 450 square inches of cooking space, two wheels and one cutting board, and lists at $76.50. Low end of the line is model 160A at $62.95.

*Columbus Iron Works Co., 901 Front Ave., Columbus, Ga.*

## You Can Clean Up With Lawnsweepers



That's what Lambert Inc. will be telling buyers who view their 1962 lawnsweeper line this week.

The 30-inch push type Jupiter sweeper (right) features an 8½ bushel plastic lift-out hamper, a wind apron, large hardwood rollers, and instant height adjustment. The unit lists at $65.95 and can be folded for storage.

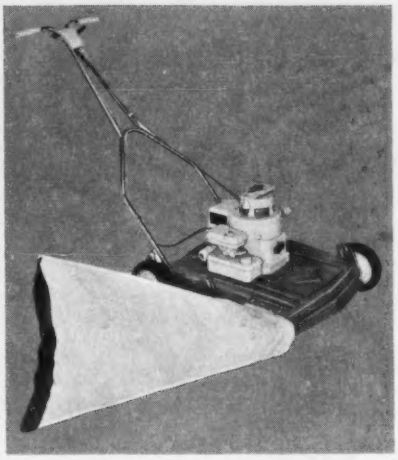
The 30-inch self-propelled Continental (left) is powered by a 2¼ horsepower 4-cycle engine and features a 10 bushel, all-steel, self-dumping hamper. A height selector lever is standard equipment on the Continental. The unit carries a suggested retail price of $184.95.

*Lambert, Inc., Ansonia, Ohio.*



## New Mower And Tiller Lead Wayne's Line



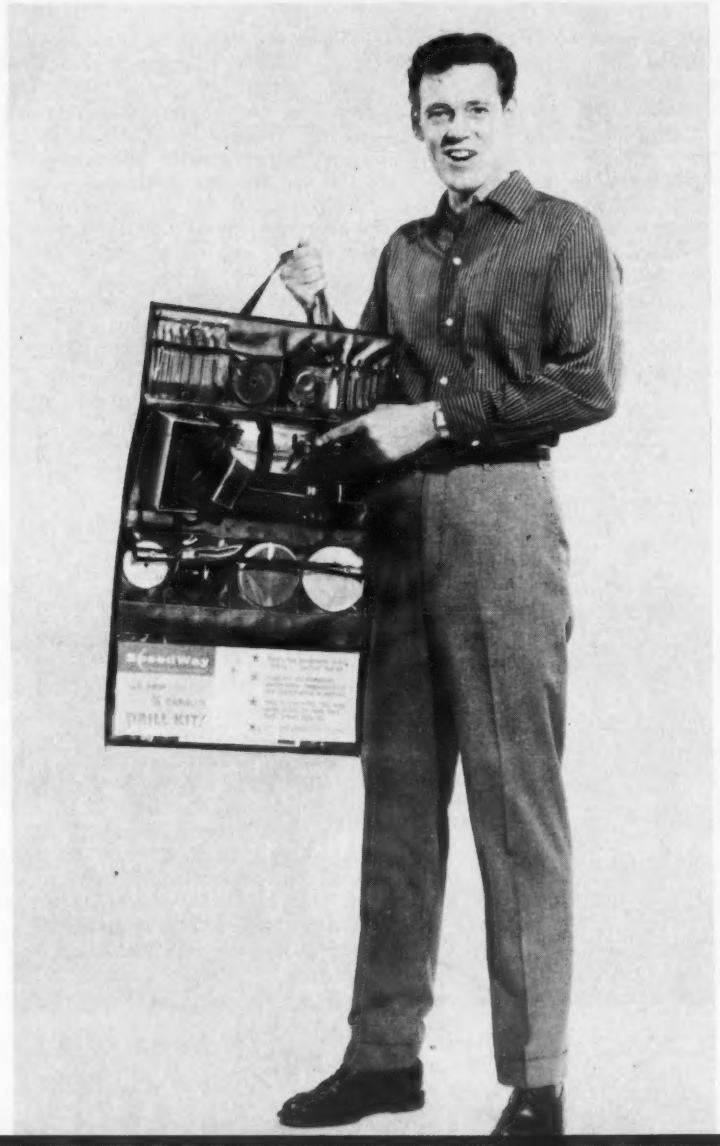


A new rotary mower (far right) from Wayne features a new grass catching attachment for 1962. The unit incorporates a special baffling under the deck to blow grass to the bag that holds 2½ bushels of clippings. Powered by a 3-horsepower, 4-cycle engine, the mower also features instant height adjustment on all four wheels. It lists at $99.95.

The 24-inch tiller (model W-30T) on the right boasts a patented reversing feature as well as three height adjustments on the transport wheels and three on the handles.

*Wayne Home Equipment Co. Inc., 801 Glascow Ave., Fort Wayne, Ind.*

## Portable Drill Kit Hangs Where Used



A drill kit that is both portable and hangs up wherever it's used is being displayed at the SpeedWay Mfg. booth. Designed to fold into an easy-to-carry workshop for on-the-job use, the kit comes in a grey simulated leather case. It weighs 18-pounds and has a suggested price of $33.95.

Besides the ⅜-inch drill, accessories in the kit include: six power wood boring bits; seven drill bits; a 3-inch cotton buff; a 3¾-inch rubber backing pad; a 4-inch lambs wool polishing bonnet; a 3-inch wire brush; a 3-inch grinding wheel; 10 4-inch sanding discs; a 7-piece hardware set; a steel paint mixer and a horizontal mounting stand.

*SpeedWay Mfg. Co., 1421 Barnsdale Rd., LaGrange Park, Ind.*

# Eleven Electric And Gas Mowers Are Featured By Sunbeam In '62



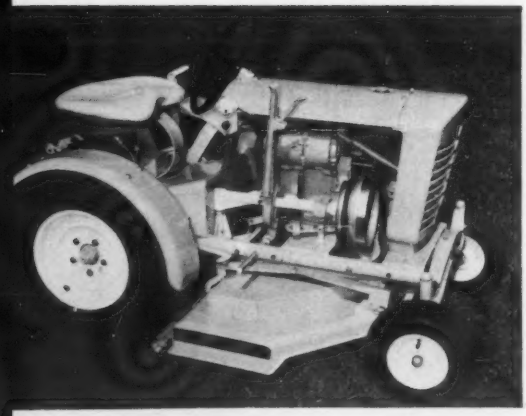

This year's line of Sunbeam power mowers consists of four electric and seven gas models.

The electric mower line consists of three rotary and one reel model and features a lowered-price rotary (model RE77) with a suggested retail price of $59.95. It features a fold-down handle that locks into place for wall storage. Two other electric rotaries—model RE184 at $89.95 and model RE120 at $99.95—round out the rotary electric line. The company's reel-type electric (E700) has a suggested retail price of $136.75.

The gas power line is made up of seven models, offering a choice between recoil or impulse starters on rotaries; and offering a self-propelled reel model (G600). The self-propelled rotary models G57 and G57-1 differ in that the first has an Ezee recoil starter, and the other an impulse type starter. All have 2½-horsepower engines. The G750 has a 3-horsepower engine, and model G850, with a 2½-horsepower engine, is self-propelled.

*Sunbeam Corp. 5600 Roosevelt Rd., Chicago 50, Ill.*

## Tractor Attachments Featured By Panzer

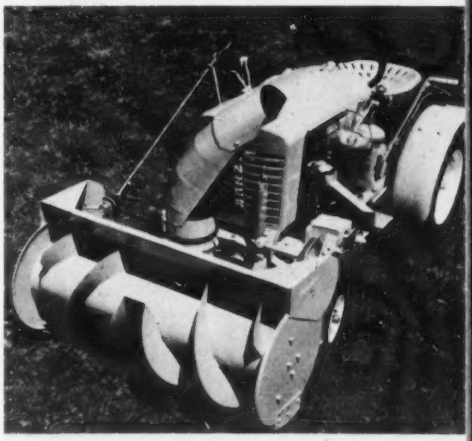


A new rotary mower (left) and snowthrower (right) are part of Panzer's 1962 outdoor equipment line.

The new mower (model 11AC10) cuts a 36-inch swath. It features an all belt drive with no adjustments or power-take-off kit required. The unit carries a suggested list price of $129.50. Delivery date is Nov. 1.

The snowthrower (model 17 AC1) will clear a 36-inch path through snow. A discharge spout—controlled from the tractor seat—turns a full 360-degrees in either direction. Suggested list price is $179.50.

*Panzer Products, Inc., 1010 E. Main St., Waynesboro, Va.*



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ELECTRICAL
# MERCHANDISING WEEK

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BOUGHT AND USED BY MORE APPLIANCE-RADIO-TV-HOUSEWARES DEALERS THAN ANY OTHER TRADE PUBLICATION




Outside the West German Radio Exhibition long queues wait to get in. It was the first German radio-TV show in Berlin in 22 years.



Inside the exhibition halls 160 manufacturers

# In Berlin: What Was At The German Radio Show

U.S. manufacturers have been keeping close tabs on European radio and TV trends. This month a three-man RCA top-executive team went to Europe to inspect major radio and TV manufacturing facilities. And Motorola's Edward R. Taylor is also abroad checking products.

What are they looking for? Some of the things you see here, shown at the West German radio and TV show in Berlin this month. Here are some trends in the German TV and radio industry:

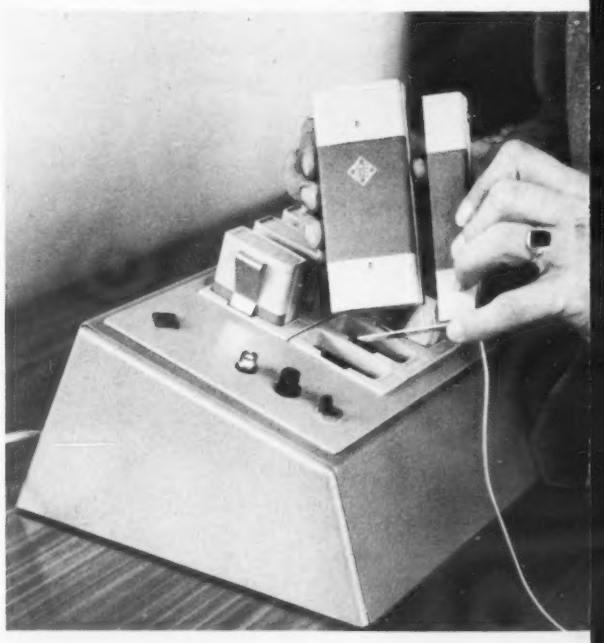
- West German electronics manufacturers have been investing heavily in manufacturing facilities. This has brought radio and TV tube prices down by about 20%. But rising labor costs have increased set prices considerably (up 10%-15% over last year), opening the door for cheap transistor radio sets from Japan, much as happened in the U.S. There were no German sets at the show comparable to the low-priced Japanese transistors, which go for about $18 in Germany.
- Last year, 43% of Germany's 4.6 million radio sets were exported, and the U.S. got a quarter of those.
- UHF TV is very big, and government backed. (The FCC is now backing UHF try-outs in New York.)
- Unlike the U.S. phono market, where stereo dominates, stereo phonos are dead in Germany. Only about 18% of the 2 million phonos produced through 1960 were stereo. And less than 7% of records pressed are stereo.
- TV manufacturers limited, by agreement, total TV production to 1.5 million sets this year. Sales in 1961 to date: 988,400 units.



This intercom unit snaps on the end of a TV antenna lead-in, enables the man on the roof installing the antenna to talk to the man adjusting the set controls.



Philips' 5-battery-driven portable can soothe—or record—the savage beast. One of eight models in the company's line, the recorder is fully transistorized, plays up to two hours and carries a $72 price tag.






from West Germany showed their wares to the 45,000 people per day who paid to get into the show.



Saba had its $750 "Telerama" TV projector for home or commercial use. It throws a 52½-inch by 38½-inch picture, is wired for UHF, has remote for sound, contrast, brightness, image, focus and tone.




Telefunken came up with this tape recorder mixing unit. It's made for four-track recorders, allows the operator to record on any channel he wishes.

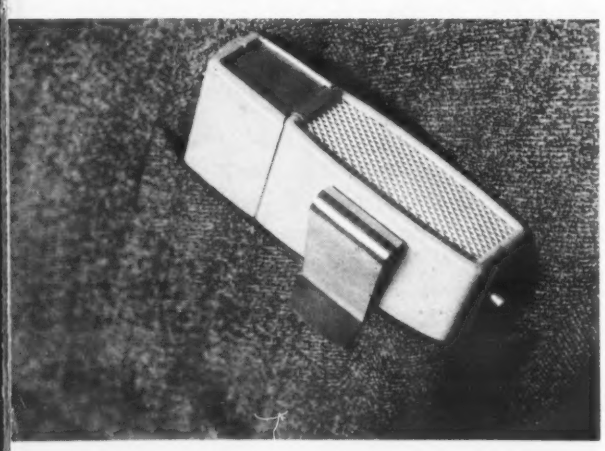


This Telefunken speaker is used with the company's small transistor portables to give hi-fi sound. When it's plugged in, the set's speaker disconnects.



Also new from Telefunken—A battery box for the firm's new transistor portable which gives 300 hours of operation, leaving the set's battery as a reserve.

A wireless paging system from Telefunken includes a control console, transmitting equipment and listening units for up to 210 listeners. The listening unit can be clipped in a breast pocket (see below). When an announcement is made, the receiver sounds an acoustic paging signal followed by the announcement. Range of the system is about 12,000 square yards. A rechargeable wet cell gives 150 hours of listening, automatically disconnects when the set is laid down.





Powerphon of Berlin showed radios, tape recorders, phonos, TV's, bar cupboards, bookshelves, record cabinets and other separate components which can be built up into any convenient arrangement. Here, a stereo radio is flanked by a pair of loudspeaker boxes each containing three speakers. Cost is about $226.

# Stock *Norelco*® America's No. 1 Electric Shaver




HERE'S YOUR COMPLETE LINE OF ROTARY BLADE SHAVERS




***NEW* Norelco 'Floating-head' Speedshaver**
Adjusts to facial contours. 110/220 volts, adaptable to world-wide use. New Model SC7870 (AC/DC) $29.95* with case.

***NEW* Norelco 'Flip-top' Speedshaver®**
'Flip-top' cleaning . . . self-sharpening rotary blades. New Model SC7914 (AC/DC) 110 volts. $24.95* with case. World's best seller.



**All-New Sportsman**—Powered by two flashlight batteries. For outdoorsmen. In plastic case with mirror, quick-recoil cord. SC7930 $19.95* (without batteries). *Special battery* Sportsman *with adaptor for boat or car use. SC7779 $24.95*.*

**Coquette**—Pretty, pink, perfumed! Shaped like lipstick. SC7787 (AC/DC) $17.50* with case.

**Lady Norelco**—Twin-heads. Misty pink, with gray and gold. SC7788 (AC/DC) $24.95* with case.

*Suggested Mfrs. Retail Price.

## Get *your* share of this B-O-O-M-I-N-G business!

1961...hottest year in electric shaver history...is sure to explode with a year-end sales-BANG!—*especially for Norelco dealers!*

Norelco...long a favorite buy with America's gift-givers...has been skyrocketing in sales, month after month. And from now till Christmas you'll see some *real* selling fireworks!

### LOOK WHAT *YOUR CUSTOMERS* GET

The world-famous Norelco rotary blades! • Revolutionary, exclusive 'floating-heads'! • A popular line . . . improved-up-to-the-minute!

### LOOK WHAT *YOU* GET

★ **A Complete Line for Your Biggest Gift Season**...each model with its own special outstanding features to make it a perfect gift for a particular "someone."

★ **Gimmick-Free, Clean-As-A-Whistle Sales Policies**...no wheeling ...no dealing...no "pressure" angles.

★ **Steady, Forceful Advertising and Promotional Support**...started in September with BIG-TIME TV co-sponsorship of "The Roaring Twenties" ...followed by a "BLITZ" OF TV SPOTS concentrated on weekends, building in intensity right up to Christmas. • Solidly backed up with full-page ads in the "BIG 3" MAGAZINES...LIFE, LOOK, SATURDAY EVENING POST and others ...with full-color spreads just before Christmas. • "SPECIAL" MAGAZINE CAMPAIGNS right through the Christmas season for the New Norelco Sportsman (OUTDOOR LIFE, HOLIDAY, ARMY-NAVY-AIR FORCE TIMES, for example) and for Lady Norelco and Coquette models (books like MCCALL'S, VOGUE, SEVENTEEN). • Extra sales push from weekly eye-catching ads in 175 METROPOLITAN NEWSPAPERS...plus 800 home-town papers. • Added "sales-power" is provided by the DEALER CO-OP ADS *you* run in your area...AND by SALES AIDS for your windows and counters.

**STOCK...DISPLAY...PROMOTE NORELCO FOR THE BIG HOLIDAY B-O-O-M!**

**NORTH AMERICAN PHILIPS COMPANY, INC.**
100 East 42nd Street, New York 17, N. Y. Norelco is known as PhiliShave in Canada and throughout the rest of the free world.

# new products

## RCA Three Cartridge Tape Recorders

Three new tape recorder-players, the Flight Line series, using RCA's magazine-loading tape cartridge system, in compact, dual-purpose units that weigh slightly over 13 lb. are announced.

All 3 recorders, Prompter, Trendliner and Fortnighter, feature 2 speeds 3¾ ips for hi-fi or stereo music recording, with a frequency response from 50 to 15,000 cps; and 1⅞ ips which provides 4 hr. monaural voice recording.

The tape cartridge system features a book-sized plastic container, less than ½ in. thick in which 2 reels of tape are enclosed, eliminating the need for threading tape. The cartridge is inserted into the recorder as simply as placing a record on a turntable. Both blank and pre-recorded tape cartridges are available.

Simple controls and a safety interlock to prevent accidental erasing are included; microphones have a slot in the back for use as throat mike or stand-up mike; there are 3 jacks for microphone input, phono or radio input or for external speaker playback. A speaker muting switch allows for cutting out the recorder's speaker which eliminates noise during rewind or when playing through a speaker.

**Prompter, No. 1YB1,** has a neon record level indicator and automatic stop at end of every tape; comes in light gray and black with gold.

**Trendliner, No. 1YB2,** a monaural tape cartridge recorder has a digital tape counter, and a magic eye record level indicator.

**Fortnighter, No. 1YC1** stereo model is equipped to record and play stereo; comes in light gray and black in a case with gold trim.

**Prices,** Prompter, $99.95; Trendliner, $129.95; Fortnighter, $169.95. *RCA Sales Corp., 600 N. Sherman Dr., Indianapolis, Ind.*



## BELL Compact Tape Cartridge Recorder

A new tape cartridge recorder, no larger than a vanity case, that plays and records stereo and weighs less than 18 lb. is announced by Bell Sound. There are 2 models in the line: No. 601, a completely monaural record playback machine and No. 603, a compact, self-contained stereo tape recorder that will record and play stereo through its own built-in stereo amplifier. A second speaker contained in this unit's removable lid, connects to the master unit by an 8-ft. extension cord; a detachable power cord stores in the lid; 2 microphones are included. The tape cartridge recorder is only 10½x9x7½ in. with lid.

The new tape cartridge recorder also plays 3-in. reel tapes without an adaptor, providing up to 1½ hr. recording time.

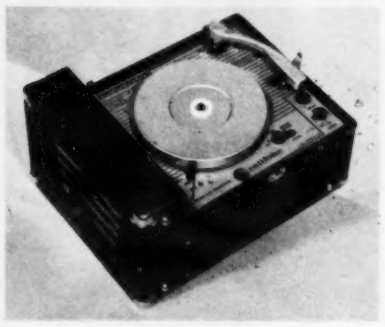
**Stereo recordings** made by Bell utilizes the 4-track recording principle: 2 stereo tracks run in each direction on the tape; regular stereo recording time of 1 hr. at 3¾ is increased to 2 hr. at the slower 1⅞ speed; monaural recordings are made on all 4 individual tracks on the tape. In addition to its 2 operating speeds, tape can be moved in both directions in Fast Forward or Fast Rewind while the cartridge remains on the machine.

Other features include Electronic Record Level Indicators which provide an accurate indication of record level for each channel.

Both models are designed in a high styled portable case of lightweight extruded aluminum. **Price,** No. 601, $149.95; No. 603, "less than $200". *Bell Sound Div., Thompson Ramo Wooldridge Inc., 555 Marion Rd., Columbus 7, Ohio.*



## new products CONTINUED



### CALIFONE Record Player

A new hi-fi variable speed record player for educational use has been announced by Rheem Califone.

**Califone Celebrity II,** No. 7V-7C, features "pneumatic sound" and brings to the classroom the versatility of an all-purpose light-weight portable unit, ruggedly constructed to withstand rigors of hard, school use.

Other features include a variable speed motor adaptable to any speed from +5% to −20% of any of its 4 standard speeds; a self-contained dual cone hi-fi loudspeaker; a transformer-powered straight ac amplifier with 12w peak output; floating motor and deck; and safety pick up arm with locking arm rest.

It is housed in a pyroxylin-covered carrying case reinforced with metal corner protectors and weighs 20 lb. *Rheem Califone Corp., 5922 Bowcroft St., Los Angeles 16, Calif.*

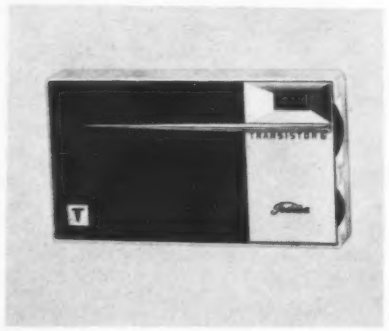
### TOSHIBA Transistor Radios

Transistor World announces the introduction of 2 transistor radios. No. 7TH513 is a shelf-radio and No. 6P-15 is a shirt pocket model.

**No. 7TH513** has trim lines which permit use on end tables, bookcases or any area where space is limited. Its chrome handle allows for use as a portable. Can be used in automobiles on or under the dashboard. Features include a 4x6-in. oval speaker, high-low tone control, an extra large Ferrite antenna and auxiliary plug-in antenna. Unit operates on 4 "D" cell, long life batteries. Comes in charcoal complete with batteries and earphone.

**No. 6P-15** features superhet circuit, 6 transistors, 1 diode, a drift transistor that locks in tuning and increases amplification, 2¼ in. FM speaker, extra large built-in Ferrite core antenna and earphone jack. It is 2-5/8x4-7/16x1-1/16 and is available in 2 tone turquoise and ivory or red with ivory.

**Prices:** 7TH513 $49.95; and 6P-15 $15.95 plus $2.50 for giftpack that includes battery, earphone and carrying case. *Transistor World Corp., 52 Broadway, New York.*



SHIRT POCKET PORTABLE
No. 6P-15

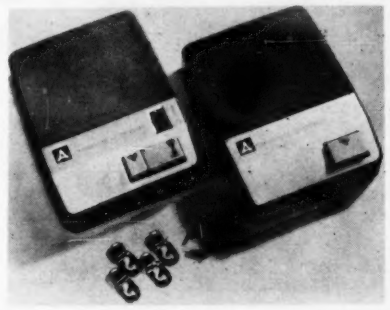
### PANASONIC Tape Recorder and InterCom

Two more additions to the "Panasonic" line by Matsushita are a battery-operated transistor tape recorder No. RQ-114, and all transistor intercoms No. TP-101 and TP-301.

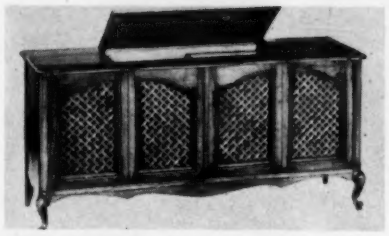
**No. RQ-114** features 5 transistors plus diode and thermister, 2 speeds of 3¾ and 1⅞ ips. Weighs 4 lb. 11 oz. with batteries and case. Recorder dimensions are 7¼x7x2⅛ in.

**Intercom No. TP-101** consists of 1 master unit and 1 remote unit, has wall mounting hardware. Unit has 4 C-size flashlight batteries, 3 transistors and output is 200mw.

**No. TP-301** consists of 1 master unit and 2 remote units and also comes with wall mounting hardware. Power source for this is 4 C-size flashlight batteries. Unit is fully transistorized and has 3 transistors. Maximum power drain is 80 ma and output is 200 mw. Operative distance of both No. TP101 and No. TP301 is ⅓ mile; Master units weigh 1 lb., 10 oz. with batteries; each remote weighs 12 oz. *Matsushita Elec. Corp. of America, 41 E. 42 St., New York 17.*



PANASONIC INTERCOM NO. TP-101



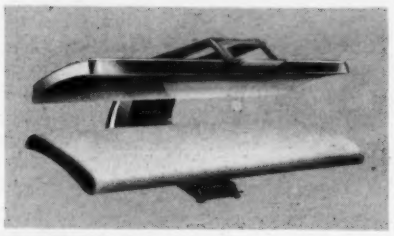
### CLAIRTONE Stereo Hi-Fi

No. S-551, Baroness, new addition is French Provincial in fruitwood with matched veneers, solid hand-carved legs, 62x19x30 in.; Garrard, 4-speed, automatic turntable with built-in leveling device, 6 speakers: 2 EMI oval, aluminum cone woofers and 4 EMI tweeters. **Price** $749. *Clairtone Sound Corp., Ltd., Toronto, Canada and 1780 Broadway, New York, N. Y.*


# GET IN TUNE!

## GET A PROGRAM!





### HURLEY Press-Ironer

A new home-size flat press ironer patterned like the commercial flat-bed presser is announced by Hurley. It weighs 25 lb., takes less storage space than a suitcase, (27x21x7 in. high); operates on 1,450w, 120v. A tubular, thermostatically controlled element is cast in aluminum shoe and has settings for all fabrics. **Price:** $59.95. *Hurley Products Co., 3400 Washington Blvd., Chicago 24.*

### GULTON Transistor Radio

Gulton announces a rechargeable, pocket-size transistor radio, Ever Play, powered by a rechargeable nickel-cadmium battery.

The 6-transistor radio can be recharged in any electrical outlet; 1 charge stores power for up to 15 hrs. of full volume playing with none of the fade-out associated with conventional batteries. Battery can be recharged thousands of times.

**Ever Play** may also be played directly from an electrical outlet like an ordinary radio. Styled in 2-tone grey high impact plastic with gold trim, it features powerful reception and a Vernier turner switch for precise station selection.

**Price:** $29.95. *Gulton International Corp., 212 Durham Ave., Metuchen, N. J.*



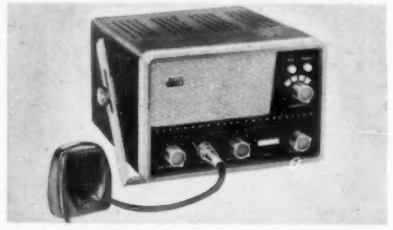

### EICO Transceivers

A new series of deluxe citizens band transceivers featuring multichannel operation, a choice of crystal or continuous receiving, a press-to-talk microphone, a superhet receiver with an RF stage and a 1750kc IF strip, and an adjustable squelch control and automatic "series-gate" noise limiter has been announced by Eico.

A 4-position front-panel switch selects 1 or 4 transmitting crystals. And 1 of 4 positions of switch also connects a receiving crystal to give extra clear and steady reception possible only with crystal tuning. Other 3 positions connect regular tuning circuit of superhet receiver to give continuous tuning over entire citizens band channel.

6-tube superhet receiver has an RF stage for high sensitivity and a 1750kc IF strip for image rejection and freedom from oscillator "pulling" on strong signals.

**Prices:** No. 770 $69.95 (kit); $99.95 (fully wired and tested.) No. 771 and No. 772 $79.95 (kit); $109.95 (fully wired and tested.) *Electronic Instrument Co., Inc., 33-00 Northern Blvd., L. I. C. 1, N. Y.*




YOU'LL MAKE SWEET SALES MUSIC
with a
TORO PROGRAM DEALER PLAN

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

Here's A Program Of 8 Smash Hits!

*(Some all-time favorites and a couple of newcomers that add up to a symphony of sales.)*

TORO DEALER PROGRAM

1 **TORO PRODUCTS** scientifically stocked to match your market. Whirlwinds (3 models less than $100—bag included) • Sportlawn Reels • Sportsman, Pony, Colt Riders • Power Handle (Lift-off engine).

2 **TORO LOCAL ADVERTISING PROGRAM** planned and timed to build maximum traffic. Local newspaper, radio or TV • Local Co-op plan • Phone directory listing.

3 **TORO MERCHANDISING MATERIALS** to turn lookers into buyers. Spring display kit • Other display materials.

4 **LOOK MAGAZINE LUCKY NUMBER PROMOTION,** a unique and intriguing sweepstakes, will bring thousands of prospects into Toro dealerships all over the country. (Just one part of the biggest national advertising campaign in the industry.)

5 **TRADE UP COUPON PROMOTION,** a $10 trade-in deal, promoted through national and local advertising, is another big traffic builder.

6 **TORO ACCESSORY MERCHANDISING PLAN** to give you those "extras" to snare bargain hunters. Dealer accessory merchandiser • Accessory kit • Lawn Vac Kits • Leaf cleaning kit • Leaf bag kit.

7 **TORO AUTHORIZED SERVICE DEALER PROGRAM** to keep 'em sold after they're sold. Parts program • Promotional program.

8 **TORO CONSUMER FINANCE PLAN** to make you easy to buy from. Toro time.

**Strike up the music and start selling to beat the band. Sign up with the sales-building Toro Program Dealer Plan today. For full information contact your Toro distributor or write to:**

TORO

TORO MANUFACTURING CORPORATION • 3055 Snelling Avenue, Minneapolis 6, Minn.


## briefs

A new mobile antenna system has been developed by Technical Industries. This window antenna mounts on any car window in a minute without tools. The rubber lined bracket mount grips firmly to the car window without restricting use of auto door.

This antenna is positioned in the center of the top of the car which is ideal for the best radiation pattern. The unit can be converted to different frequencies without tools or can be used as a ground-plane antenna. *Electrophono and Parts Corp., 530 Canal St., New York 13, N.Y.*

**Electric outlet covers** for switches and convenience outlets to match wood paneled walls is announced by Elliott. Selected wood veneers for plate face include birch, walnut, ash, oak, cherry, teak, pine, white or red mahogany. Plate backing is aluminum. **Prices:** Single series plate, 49¢ ea., double series, 59¢ ea. *Elliott Bay Lumber Co., 600 W. Spokane St., Seattle 4, Wash.*

**Designed for hi-fi systems,** the Knight N. KN-1700 equipment cabinet features lift-lid top, spacious area with shelves for mounting tuner and amplifier plus adequate space for storing records. Unit is 30½x36x17¼ in. Mahogany, limed oak or walnut. **Prices:** $69.95; unfinished, $59.95; matching speaker enclosures $34.95. *Allied Radio Corp., 100 N. Western Ave., Chicago 80.*

**Whitehall Kitchens** has added a tilt-out bin door to its line, for storing fruits and vegetables. It is available in base cabinets from 15-in. to 24-in. wide. The hardwood bin is hinged for pivot action at the bottom front. Available in all styles and wood finishes. *Whitehall Kitchens, Ryder Place, East Rockaway, New York.*




MODEL 704

# GRANCO STEREO FM

BY Emerson Radio

**STEREO FM/AM RADIO WITH AUTOMATIC FREQUENCY CONTROL**



Model SC-4 Granco Stereo Companion perfectly matched to 704 or 604 $29.95*

There are big new profits in Stereo FM. This Granco money-maker is actually three radios in one—high fidelity FM radio, superb AM radio... and BIG EXTRA Stereophonic FM besides. Sell the complete listening pleasure of everything broadcast. Sell the radio now and the Companion later when your city stations convert. This is merchandise no dealer can afford to ignore. Only Granco has it. WRITE, WIRE, OR PHONE YOUR GRANCO DISTRIBUTOR TODAY! Model 604 Stereo FM radio with AFC–$39.95* $49.95*

*SUGGESTED LIST. PRICES SLIGHTLY HIGHER IN SOME AREAS.

GRANCO America's Leading Specialist in Stereophonic FM

Division of Emerson Radio Inc. 680 FIFTH AVENUE, NEW YORK 19, N.Y.



# Jack Paar is selling DOMINION Hair Dryers...

## Are you?

The Jack Paar Show • NBC-TV




Model 1805

USE-TESTED by McCall's

CERTIFIED QUALITY DOMINION REPLACEMENT GUARANTEED

*Before you buy... be sure to see... Dominion's Seal of Quality*

DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO


## new products

CONTINUED



Gibson Suburban Series

### GIBSON 1962 Air Conditioners

Gibson's 1962 air conditioner line consists of 5 series:

**"A Series"** consists of 3 models, 1 hp each, with 8100 Btu capacity in 115, 230 and 208v (A281-1K, A281-2 and A281-8). Features include the Air Sweep; complete restyling with inlaid executive leather trim, fibron wood controls; Sahara beige and charcoal brown trim; adjustable, automatic thermostat; 2-speed turbine type blower; fresh air control; "C" setting for constant cooling; accessible germ killing filter; zinc grip steel construction. A281-1K is equipped with the Gibson built-in Expando Mount for instant installation.

**Slumber Master Series,** D-162-1 and D-162-1K, are compact, designed specifically for bedrooms, with air silencing chamber; adjustable automatic thermostat; simplified controls; all zinc grip steel base; accessible germ killing filter; same exterior finish as "A Series"; D-162-1K is identical to D-162-1 but has the following stepup features: 2-speed fan motor; ventilation; constant cooling; and Expando Mounting.

**Texan Series,** G1220-2, G1220-8 and G1220-2R, have 22,000 Btu; 2½ hp and come in 230, 208 and 230v respectively. Merchandised as "Whole House Cooling with 1 unit" the Texans will cool up to 15,000 sq. ft.; have low inside noise level; "C" setting for constant cooling; fresh air and exhaust; 2-speed turbine type fan; air silencing chamber; accessible germ killing filter; 16⅝ in. high silhouette permits installing in transoms and basement windows.

**Suburban Series,** B-2100-1S, B-2145-2S and B-2145-8S, have built-in automatic air sweep; and high capacities in cabinets compact enough to fit the narrowest 24 in. window; other features are fresh air and exhaust; 2-speed turbine type blower; adjustable automatic thermostat; "C" setting for constant cooling; 1 and 2 hp models with 10,000 and 14,500 Btu; 115, 230 and 208v respectively.

**Metropolitan Series** has smooth sides for mounting through-the-wall, in casement windows, flush inside or outside; can be installed in a standard double hung window allowing window to close; all are designed for multi-room cooling; have 3-speed zinc plated turbine type blowers on evaporator and condenser for quiet sound level inside and out; feature fresh air and exhaust "C" setting for constant cooling; accessible germ killing filter; all have 1 hp, 2 with 10,100 Btu capacity (230 and 208v); and 2 12,100 Btu (230 and 208v). *Gibson Refrigerator Sales Corp., Sub. Hupp Corp., Greenville, Mich.*



### SPEED QUEEN 1962 Laundry Line

A large capacity tub with 8 automatic cycles is featured on the 1962 line of deluxe Speed Queen laundry appliances.

No. A38 washer is an enlarged version of their stainless steel tub. The 8 cycles offer pushbutton operation: when one of the fabric keys is pushed, water temperature, spin speed and agitator action are determined automatically. A separate, calibrated timer dial allows user to skip or repeat any part of any cycle, adding complete flexibility.

The new washer uses no more water than is used in standard size tubs. This is accomplished through use of a recirculating water system for lint removal instead of the overflow method; a lint trap is built into the recirculated water inlet.

Features retained from previous models include Arc-cuate transmission, fluid drive, hinged top and front panels for ease of service.

Three matching dryers are included in the 1962 top-of-line offerings: No. 111, electric; No. 139, gas with pilot light; and No. 140, gas with electric ignition.

The large 26-in. drum has been retained in the 3 units. Other features include an automatic "Speed Dry" cycle; regular timer cycle; in-a-door lint trap; hinged top and front panels; foot operated door opener; magnetic door catches; push-to-start safety switch, and germicidal lamp.

Styling of all the new units has been changed: control panels are white, pushbuttons light gray; timer dial is multi-colored. Both washers and dryers have independent fluorescent lighting across the control hood top. *Speed Queen Div., McGraw-Edison Co., Ripon, Wisc.*




# 9 billion dollars to build a better one.

We're living in a needing, buying, growing America—a time for new and improved products and services—the creation of new jobs. More than ever, a businessman with an idea, with the urge for something better will move ahead with our expanding economy.

But after the idea, what follows can be a costly period of research and development. Not necessarily—if you use the immense 9-billion-dollar fund of research and patent information that's available at your U.S. Department of Commerce. Think of the saving—in time and money.

For example: there are reports on extensive research by your Government in new products and processes. A translation of data on inventions and discoveries abroad—information on over 3 million patents—a fortune in patents owned by your Government. All this is yours—for your use and your benefit.

Take advantage of the many ways in which your business can grow. In developing new products and services. In the lucrative foreign markets. In new U.S. markets. In attracting new industry to your local community. Just phone or write the U.S. Department of Commerce Office of Field Services in your city, or Washington 25, D.C. Your U.S. Department of Commerce is always ready to help you grow with America!

**NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!**

## EM WEEK'S MARKET REPORTS

**SOUTH . . . ATLANTA**—In spite of what seemed to be a general pickup in appliance sales in the past few weeks, dealers were reluctant to make any broad predictions of dramatic improvement for the Christmas season and the year ahead.

President W. L. Sharpe, Sharpe's Appliance Store, said that the increase in sales in recent weeks has been more than seasonal. This was particularly true of electronics. Stereo consoles in the $250 range have been unusually strong. However, Sharpe was quick to put this upsurge in balance with the remainder of the year. "It'll take years to make up the $50,000 loss we'll chalk up for 1961. Last year we just broke even. There really seems to be no future for the independent appliance dealer. Buyers today are interested in only one thing—price, and the smaller dealers can't compete with the big-time discounters. We independents in this business are going the way of the small retail grocer back in the 1930s—he's all but disappeared."

Sharpe added that lack of profit wasn't his only worry. "We haven't been able to get the inventory we need. For example, we're short now on Frigidaire automatic washers."

Mrs. Katherine Haskins, Haskins Appliance Co., reported, "The past month has been very good—better than last year. White goods and TV account for most of the increase. The Zenith $199.95 portable is outstanding right now. A local situation has doubtless added to the usual fall pick-up on TV . . . Atlanta stations have decided to broadcast high school football this year for the first time, and this is creating a surprising amount of interest."

About white goods, Mrs. Haskins said, "Our middle-of-the-line Whirlpool washer has been fairly strong for the past three months, but it's had a substantial increase in the last two weeks."

Mrs. Haskins agreed with Sharpe that the pressure from discounters was reaching new highs.

"The big discounters are destroying the small dealers. There are so many prices afloat now that the public is not only completely confused but distrusting as well. A few years ago, customers would call on the phone. We'd give them the best price we thought reasonable. They'd accept our word. Today they aren't at all timid about standing up and saying they have shopped nine or 10 stores for comparison. Past service and loyalty seems to mean nothing. Only price counts. Too often, we miss a sale because a customer has found a discounter with a price we can't hope to match."

"We figure this year will end up about on the level with 1960," said Frank Hodges, Jr., Hodges Appliance Co. "In the past few weeks electric ranges in the medium price bracket have moved exceptionally well for this time of year. The higher end of the Maytag automatic washer (about $300) is quite strong, as is the medium (about $200) Norge automatic.

"One of the most healthy signs in our sales pictures is the trend toward a steady year-round TV business. Three years ago we sold almost no television during this part of the year. Today there is little difference from season to season. We give portables the credit for this stability."

**MIDWEST . . . CHICAGO**—"We are finding that people are bringing in hard cash to pay for their purchases and there is hardly any financing," said Irving Roth of Max Gerber. "The outlook for the last quarter looks considerably better than anticipated. The pinch is being released."

*Continued on page 43*



R1205 CORVAN ▲



C1405 7½-FT. PANEL ▲



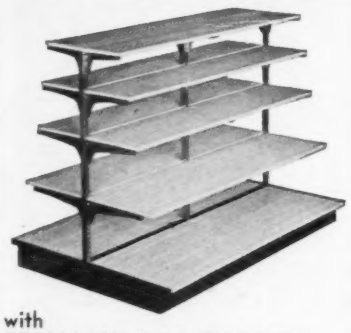

C1416 CARRYALL ▼

P1345 STEP-VAN 7 ▲

P2545 STEP-VAN ▼



**NEW LOW COST**
*FLEXO-SPAN*
**SELF-SERVICE ISLAND**



with
**"DIAMOND" PERFORATED METAL SHELVING . . .**

You'll enjoy
**PLUS SALES—PLUS PROFITS**
with NEW LOW COST
***FLEXO-SPAN***

Your merchandise becomes ALIVE with BUYING APPEAL on Diamond Perforated Metal Shelves.

- 300% more selling space than one flat top counter. You sell more because you display more.
- Unlimited Flexibility, raise or lower shelves every inch. Display merchandise of any size or shape.
- All Metal Flexo-Span should last the LIFE OF YOUR STORE. Use easy Snap-in hardware for glass binning.

WRITE TODAY FOR YOUR
**FREE**
Wholesale Discount Catalog
NEW LOW PRICES
**ADD SALES CO.**
802 York St. Manitowoc, Wisconsin

# MARKET REPORTS

CONTINUED FROM PAGE 42

"Mounting and optimistic consumer activity during the past 20 days is a good sign that business is going to be up in the last quarter," added Sam Wolsky of Wolsky Furniture and Appliances. Millard Crittenton of Crittenton's TV and Art Greenberg of Northwest Appliances were in complete agreement.

Refrigerators and freezers have been the big movers and air conditioners have been going slower, although air conditioner sales by Northwest were reported up.

All agreed that good factory buys had played an important part in the recent upswing, and optimistically added, "We can pass on the savings to the customer."

Spokesmen for Hotpoint, Westinghouse and Frigidaire distributors backed up the claims about refrigerator and freezer movements. They felt that air conditioner sales had been poor but a boost was looked for. Although Westinghouse was running "about 6% behind in the year-to-date, the next three months should give us a boost of from 10% to 12% to match 1960," a spokesman said.

"August of this year," said Frigidaire, "exceeded August of 1960 and we should perk up in the last quarter enough to exceed 1960."

"Dealer and distributor inventories are not out of line and we are finding that dishwashers are moving rather well," said a Hotpoint representative.

Westinghouse was running heavy with local advertising emphasizing quality. A consumer "Find Your Social Security" number contest was being conducted. The prize was $2,000 in appliances awarded to the winners.

In general, dealers were increasing their advertising, feeling confident that added promotional campaigns will play an important role in pushing along the expected sales upturn.

**WEST . . . SAN FRANCISCO-OAKLAND**—August was to blame for September, several San Francisco dealers thought, trying to explain why there hadn't been the normal post-Labor Day upswing in white goods.

August turned out better than in 1960 for many, with refrigeration and dishwashers showing the greatest gains so far and with laundry holding steady.

September has continued the same trend but not up as expected. Several temporary strikes—GM and maritime—may have worried a few prospects, but in strike-experienced San Francisco-Oakland much less reaction was felt than in outlying communities.

Distributors' orders for the fall months indicated a fourth quarter well ahead of that of 1960—or the biggest dumps in January history. Most distributors expected a quick upswing in laundry appliance sales by early October, with renewed activity in washer-dryer combinations.

Continued expansion by established dealers into new market areas was another evidence of optimism here. Latest was Palo Alto Hardware opening separate appliance-TV departments and devoting about 5,000 sq. ft. to them. Next was Dulfer's in San Francisco's classy West Portal district opening a new store in a lower-income neighborhood and aiming at moving more used appliances and lower-end white goods.

Biggest boom here, as far as percentages were concerned, was expected in hi-fi for the Christmas season—with stereo FM the big attraction. Already sales of stereo FM components were on a waiting list basis for top brand tuners, adapters and amplifiers. It was felt that the normal three-month lag in delivery would start packaged FM stereo demands rolling by late October.

Two McGraw-Hill editors who were listening to Arthur Fiedler direct an outdoor concert at Stanford University commented, "It would sound better in stereo."


FROM CHEVROLET'S NEW WORLD OF WORTH!

# JOB-MATCHED CHEVROLET TRUCKS FOR '62

## NEW POWER! NEW EYE APPEAL! CHEVIES FOR EVERY CHORE

From Chevrolet's broader-than-ever 1962 lineup of trucks for every kind of hauling job comes a full roster of better-than-ever light-duty models, specialists at trimming tough jobs down to size in short order. Here are new models and new power choices to meet a wider range of working needs, plus a trim new look for all conventional models that gives you safer seeing down the road! Now it's easier than ever to get Chevrolet's traditional thrift and dependability going for you, in the model tailor-made for your kind of job. There are work-loving pickups in a full range of sizes and weight ratings, in sleek Fleetside and handy Stepside styles, plus sensational Corvair 95 Rampside and Loadside models built to outwork anything in their class. In addition, there's the biggest choice ever of *choice* delivery models, including smart, fleet-stepping panels, high-capacity Step-Vans for every job up to 10,000 lbs. GVW, and the wonder-working Corvair 95 Corvan. For specialized requirements there are sturdy stake models and chassis-cabs in every size and weight class, rounding out a selection sure to include a better way to do *your* job! Why not see your nearby Chevrolet dealer for full details on the model made for you, and start finding out right away how much better business can be. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**NEW EASY-VIEW STYLING**—For 1962, all conventional pickups, panels and Suburban Carryall models ride in with trim new look-ahead lines, featuring a new hood design sloping lower at the front to let you see the ground as much as 8½ feet closer. Safer, easier viewing results! Also, there's a handsome new grille, new custom exterior trim, and sparkling new colors. Inside, too, things are looking better for the man at the wheel, with new easy-to-live-with colors and tough good-looking upholstery.

**NEW STEP-VAN 7**—Here's good news—211 cubic feet of it!—for light-duty delivery operators with high-bulk lading problems. And Chevrolet's new Step-Van 7 is built to give your bulky loads a better ride, too, on the years-ahead Independent Front Suspension chassis design that's revolutionized the conventional truck field. With the big-saving High Torque 235 Six under the engine box, there's plenty of power to take your tightest schedules in stride, and a long list of better built body features adds up to easy work and extra-long working life.

**NEW HIGH TORQUE POWER**—New wider power choice for '62 lets you match your job needs better than ever, in all conventional pickup, panel and Carryall models. There's the standard-equipment 235 Six, cornerstone of the Chevrolet reputation for unbeatable operating economy, and the spirited, ultra-efficient 283 V8 for premium payload punch. *And now, in addition, the heavy-duty 261 Six is available at nominal extra cost, offering an extra measure of stamina and durability to keep on delivering in the roughest, toughest kind of duty.*

**JOB-TESTED CORVAIR 95's**—They've got a year of enthusiastic acceptance behind them and they're still the talk of light-duty trucking! Chevrolet's sensational Corvair 95 models, in two pickup styles and the spacious Corvan, have set new standards for space and weight utilization in the half-ton field. With a roomy driver compartment up forward and the compact, perky 145 Six tucked under the load floor at the rear, the space between goes to work in a way conventional designs can't match. And, to top it off, this new way to work comes in as pretty a package as ever came down the pike!

**YOURS FOR THE ASKING . . . FREE INFORMATION**

Use this convenient ordering coupon to get descriptive literature and specifications on new 1962 Chevrolet trucks to match your job. Just check what you would like, fill in your business address and mail to: Chevrolet Motor Division, P.O. Box 7271, Detroit 2, Michigan.

Please send:

1. Full-Line Brochure.....☐
2. Corvair 95 Models.....☐
3. Pickups & Light-Duty..☐
4. Panels & Delivery Models.....☐
7. Medium- & Heavy-Duty Models.....☐
8. Diesel-Powered Models.☐

38

Name

Title

Company

Address

City Zone

County State



**1962 CHEVROLET JOBMASTER TRUCKS** CHEVROLET



**CASWELL SPEARE** PUBLISHER

**DALE R. BAUER** ADVERTISING SALES MANAGER

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SAN FRANCISCO: **Thomas H. Carmody,** 255 California St., San Francisco 11, Calif., DO. 2-4600.

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Model T1800
19"† Portable TV $178.00*
Available as Model R1818
with Wireless Remote Control

# SET & FORGET

## 19-INCH" *Emerson* PORTABLE TV WITH PERSONAL LISTENING AND SLEEP SWITCH




This Full Power Transformer chassis TV is the most POWERFUL sales-getter in the industry with the new Sleep Switch timer that allows your customers up to 3-hours' playing time, then shuts TV off automatically . . . and the exclusive Personal Listening attachment for private listening . . . plus all the quality Emerson features your customers want. Get in on the BIG volume profit picture with this sensational portable TV value. *Write, wire, or phone your Emerson distributor today!*

†172 sq. in. viewable area
*Suggested list. Slightly higher in some areas.

**Emerson** 680 FIFTH AVENUE, NEW YORK 19, N. Y.



*This is not an offer of these securities for sale. The offer is made only by the Prospectus.*

Not a New Issue

NuTone
Electrical Built-ins
For Homes

375,000 Shares

## NuTone, Incorporated

Common Stock
($1 Par Value)

Price $22 per share

*Copies of the Prospectus may be obtained in any State in which this announcement is circulated from only such of the underwriters, including the undersigned, as may lawfully offer these securities in such State.*

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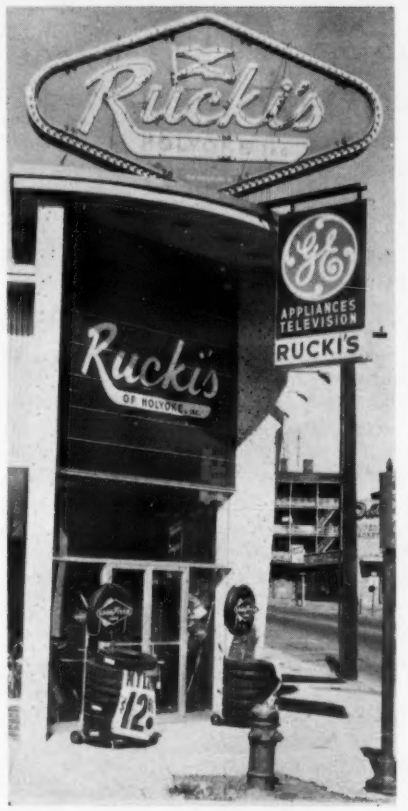
Reynolds & Co., Inc. — Shearson, Hammill & Co. — Westheimer & Company

Goodbody & Co. — McDonald & Company — G. H. Walker & Co.
Incorporated

*September 20, 1961.*


 CONTINUED FROM P5

## *Two leading brands in different industries*




make up Bill Rucki's winning combination in three Springfield suburbs. Starting in 1944 in the tire business, then adding appliances as soon as they became available, Rucki is now one of Goodyear's top outlets and challenges Jordon Marsh in Boston as G-E's leading New England dealer. Without a store in Springfield proper, Rucki depends on advertising and competitive pricing to attract people from the city.

Here's what Rucki says about discounters who have moved into his market: "As long as I can buy at the same prices, they aren't going to hurt me much. By concentrating on one line, I can get the best possible price. Another thing, we have better salesmen. From what customers have told us after they have been to a discount house, they are not getting accurate information. The model numbers are all wrong and the prices they quote are often higher than ours. Finally, we have our own service department. The discounters farm out their service. When we point out that this means a third party, we get our share."



## *Personalized selling by owner Lou Lerner*

is Regal Appliance's biggest asset. For the past 28 years, Lerner has spent most of his time on the sales floor of his downtown appliance store. "When old customers come in, they like to be recognized. Even new customers referred here by our friends expect to see me. They are more easily convinced that our delivery and service are worth a few more dollars than the discount house price if I wait on them," he says.

Lerner admits that the discount chains have forced his margins down somewhat but his unit sales are holding up. "We own this property, our overhead is fairly low and by advertising regularly and cooperating with the utility, we are doing all right," Lerner says.




## *'We use our financing to bring customers,'*

says George Clark, manager of Carlisle's appliance division. Carlisle's is a downtown department store with 11 other stores strategically located in and around Springfield. "Although we advertise twice a week in the Springfield papers," Clark says, "our two big promotions are our free financing sales in February and September. We do not try to mislead any one by raising prices to camouflage interest charges. The merchandise is sold at regularly advertised prices. We even try to include some specials."

Since 1935, Carlisle's major line has been Westinghouse. "Westinghouse has a good name around here. When people think of Westinghouse, they think of us," Clark says.

## PEOPLE IN THE NEWS



R. F. Draper of Schick



J. J. Culberg of Ekco



H. G. McDavitt of Norge

**Schick, Inc.**—Robert F. Draper has been chosen company president, a post which had been vacant since the resignation of John J. Reidy in July, 1960. Formerly, Draper held the post of vice president and director of sales and marketing for National Presto Industries, Inc., of Wisconsin.

**Ekco Products Co.**—Jack J. Culberg has been named a senior vice president, responsible for the over-all marketing program of the company's housewares division. He had been a vice president of Ekco since 1954 and a member of the board of directors since 1958.

**Norge**—Harry G. McDavitt, national sales promotion manager for the past two years, has been appointed home appliance merchandising manager. He will direct promotional activity for home appliances. He also held the part of Norge wringer washer sales manager for four years.

**Westinghouse**—Gordon C. MacDonald has advanced to merchandising manager in the radio-phonograph department of the company's TV-radio division. He replaces James S. Farnell who has become manager of the department. MacDonald joined Westinghouse in 1952, serving most recently as district sales manager for the radio-phonograph sales department in Pittsburgh.

**Maytag**—Jerry K. Rinehart joined Maytag New York Co. as a regional manager serving dealers in Manhattan, the Bronx and Staten Island. Previously, he was assistant buyer in the appliance division of Abraham & Straus, Brooklyn.

**Columbia Records**—Albert B. Earl joins the company in the newly created position of vice president of operations. He has been associated with Columbia Records since 1944, serving since 1956 as administration vice president.

**Air-Way Sanitizor, Inc.**—W. Alan Isphording has been named national sales promotion manager. Formerly, he held the post of sales promotion and public relations director for the C. W. Stuart & Co. of Newark, N.Y.

**Black & Decker Manufacturing**—Joseph H. Schmidt, Jr., succeeds Malcolm D. Mooers of the consumer products division in the post of division general sales manager. Mooers will remain with the company in an unannounced capacity. Schmidt moves up from previous positions of district manager of the industrial-automotive division and director of marketing services. Richard T. Scott has become assistant general sales manager, also in the consumer products division.

**SpeedWay Manufacturing**—Samuel J. Moffatt joined the company as quality control engineer, assuming control of electrical tools, appliances.

**Fedders Corp.**—Thomas E. Topham has been appointed Pacific region district sales manager for the central air conditioning division. He leaves Soden Wholesale Air Conditioning where he was a sales representative. Topham succeeds B. M. Osborn, who had resigned.




ROPER

*Charm them like they've never been charmed before!*

*Charm-packed* **promotion**

**on the new trend-setting**

*Charm* **Epicure**

**GAS RANGE**



Built to Gold Star Quality Standards

**THE GAS RANGE THAT "CLOSES THE PRICE GAP"**

First and only free-standing gas range designed like a built-in and priced to retail below **$400**

**PLUS A BIG BONUS PREMIUM!**



4-Piece Fiesta Gourmet Cookware Set priced for you to use as a sales closer.

retail value **$40.00**

**NOW ROPER "CLOSES THE MERCHANDISING GAP"**

with a complete CHARM-PACKED **PROMOTION KIT**

**CHARM BRACELETS** for the ladies. Sure-fire, enticing giveaway.

**CHARM CANDY LOLLIPOPS** brings in the kids—and their parents.

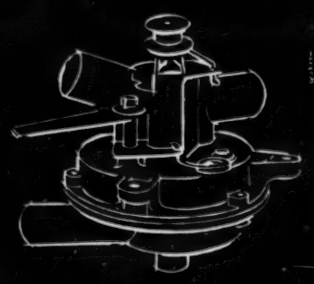
**FREE AD MATS, RADIO COPY, AND BANNERS** do your "sweet-talking" for you . . . introduce your customers to the newest idea in modern range design and economy.

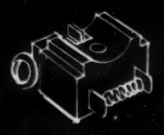
Write, wire or phone today for full details and prices.

**GEO. D. ROPER SALES CORP. • Kankakee, Illinois**

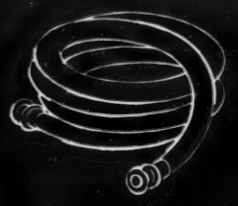
America's largest manufacturer of gas ranges

# NEW LOW PRICES









## ON THESE SUPERIOR FSP REPLACEMENT PARTS

**And, FSP parts can help you cut costly, customer-irritating service call-backs**

You can use dependable FSP parts that fit right, work right and last long for all repairs to RCA WHIRLPOOL appliances . . . and get them at a price that's competitive with other than FSP parts. Why take chances needlessly? Always let the dependability of precision manufactured FSP parts help you keep customers happy *and* protect your service profits. It just makes good business sense!

**Forestall Service Problems with Factory Specification Parts**

Factory Specification Parts for RCA Whirlpool FSP HOME APPLIANCES meet the toughest specifications in the industry

Service Division, Whirlpool Corporation, Administrative Center, Benton Harbor, Mich.

Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America




**SHE CAN GO NEAR THE WATER**

**And she** won't mind being dunked with Toshiba's new transistor radio that can swim and likes it. Rubber packing and a silicon-coated speaker cone make this radio completely waterproof.

The unit has six transistors, measures 4 inches in diameter, 1.5 inches thick, and weighs half a pound. It sells for $19.16 in Japan.

## *WORLD NEWS*

Radios, TV from Japan and a new heater from Amsterdam highlight the latest developments announced by foreign manufacturers, according to McGraw-Hill's World News correspondents. You'll want to keep your eye on new foreign products that may compete on home markets as low-cost imports.

**Lima, Peru**—Mercantil Electra, S.A., and Westinghouse Electric International Co. have joined in a license and technical assistance agreement, under which the Peruvian firm will produce television receivers.

Production lines at Mercantil Electra, scheduled to begin operations this year, will initially run off 23-inch models at the rate of 2,000 receivers annually. Other models and sizes will be added as the market expands. Cabinets are obtained from a local source.

At present there are two television stations operating in Peru—at Lima and Arequipa—with an estimated 40,000 receivers installed throughout the country.

Two previous associates of Westinghouse International to be licensed for TV receivers were Industria Electrica de Mexico of Mexico City and J. J. Bertagni & Cia. of Buenos Aires.

**London**—British Electronic Industries Ltd., the radio-TV and electrical group formed last year by Pye, Ltd., and E. K. Cole, Ltd., reported recently that combined earnings for the year ending March, 1961, had fallen from $8.76 million to $2.03 million. Most of the drop came from Cole's losses from its larger radio and TV interests.

**Amsterdam** — Hot air heater for mounting under the floor in small areas such as builders' sheds, gymnasiums, etc., has been produced by Netherlands Apparatus Factory. The heater plus housing measures 14.5 by 14.3 by 7 inches. It contains 24 aluminum tubes heatable to 600 degrees centigrade. The heater burns butane or propane gas, carrying exhaust gases outside through a tube. A safety device turns the gas supply if the heater is extinguished. A grid placed flush with the floor permits walking on the heater while it is burning.



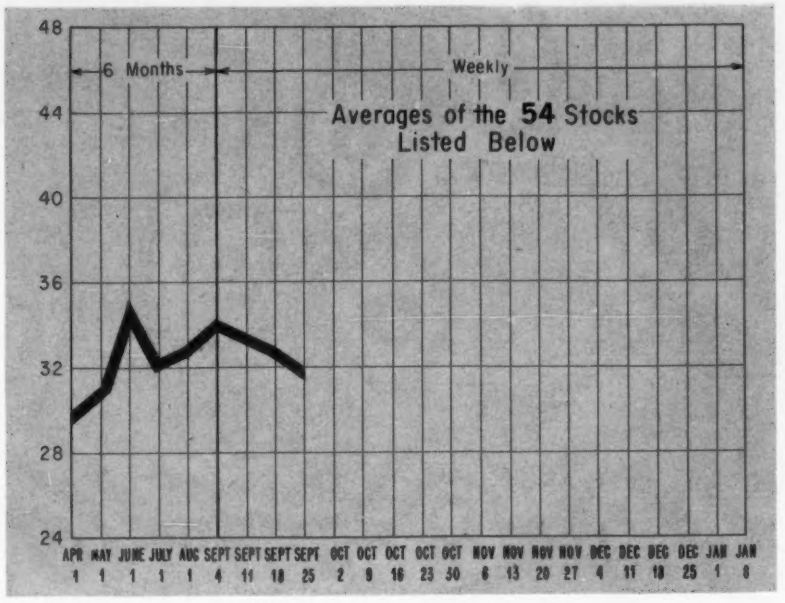
**Price cutting** in Japanese radio and TV manufacturing is expected to hit hard this fall even though production is still going strong. Hitachi of Osaka leads the price-cut race with a hi-fi and 14-inch TV combination, the Sylvia FY-940, at $125. It has two 7x5 in. speakers and can be hooked to a three-speed stereo player at the cost of $13.80. (See photo below.)

Hitachi also announced a stereo record player with two built-in radios and two 8-inch speakers. It retails in Japan for $105.50. (See photo above.)



# TAKING STOCK

**A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.**




| Stocks and Dividends In Dollars | 1961 High | 1961 Low | Close Sept. 18 | Close Sept. 25 | Net Change |
|---|---|---|---|---|---|
| **NEW YORK EXCHANGE** | | | | | |
| Admiral | 15 1/8 | 10 5/8 | 13 3/8 | 12 1/8 | — 1 1/2 |
| American Motors 1.20 | 21 1/4 | 16 1/2 | 17 5/8 | 18 1/8 | + 1/2 |
| Arvin Ind. 1 | 28 1/8 | 20 | 24 3/4 | 24 7/8 | + 1/2 |
| Borg Warner 2 | 46 1/2 | 35 | 45 5/8 | 45 1/4 | — 3/8 |
| Carrier 1.60 | 49 | 32 1/8 | 40 1/2 | 39 1/8 | — 1 3/8 |
| CBS 1.40B | 42 3/8 | 32 1/2 | 34 3/8 | 32 1/2 | — 1 7/8 |
| Chrysler 1A | 57 3/8 | 53 1/2 | 57 1/8 | 53 5/8 | — 3 1/2 |
| Decca Records 1.20 | 47 1/2 | 32 | 34 1/2 | 33 | — 1 1/2 |
| Emerson Electric 1BXD | 88 1/4 | 50 | 80 1/2 | 77 | — 3 1/2 |
| Emerson Radio .37T | 16 3/4 | 11 1/8 | 13 1/8 | 13 | — 1/8 |
| Fedders 1B | 25 1/8 | 17 1/8 | 20 3/4 | 20 | — 3/4 |
| General Dy. 1 | 45 1/2 | 27 1/2 | 29 | 28 1/8 | — 7/8 |
| General Elec. 2 | 75 1/2 | 60 1/2 | 74 3/8 | 71 3/4 | — 2 5/8 |
| General Motors 2 | 49 1/2 | 40 5/8 | 48 | 48 1/4 | + 1/4 |
| General Tel & El .76 | 32 1/2 | 25 | 26 5/8 | 25 1/4 | — 1 3/8 |
| Hoffman Elec. | 29 5/8 | 16 1/4 | 17 5/8 | 17 | — 5/8 |
| Hupp Corp. 25F | 11 3/4 | 8 | 8 1/2 | 8 5/8 | + 1/8 |
| Magnavox 1 | 39 1/2 | 35 1/8 | 34 7/8 | 35 1/8 | + 1/4 |
| Maytag 2A | 56 1/4 | 52 3/4 | 53 1/2 | 53 3/8 | — 1/8 |
| McGraw-Edison 1.40 | 40 5/8 | 30 3/4 | 35 5/8 | 35 1/8 | — 1/2 |
| Minn. M&M. .60 | 87 5/8 | 70 1/8 | 72 5/8 | 73 1/4 | + 5/8 |
| Montgomery Ward 1 | 34 3/4 | 26 3/4 | 28 3/8 | 31 1/2 | + 3 1/8 |
| Monarch .04 | 18 1/2 | 13 3/8 | 16 1/2 | 16 | — 1/2 |
| Motor Wheel 1 | 20 1/2 | 11 3/4 | 13 3/4 | 13 3/4 | — |
| Motorola 1 | 100 | 68 1/2 | 78 1/2 | 70 3/4 | — 7 3/4 |
| Murray Corp. | 30 5/8 | 26 5/8 | 27 5/8 | 26 7/8 | — 3/4 |
| Norris-Thermador | 34 3/4 | 18 | 20 3/8 | 20 3/4 | — 3/8 |
| Philco | 25 1/8 | 17 3/8 | 22 3/8 | 21 3/8 | — 1 |
| RCA 1B | 65 5/8 | 49 1/2 | 56 5/8 | 52 3/8 | — 3 1/4 |
| Raytheon 2.37T | 44 1/2 | 35 1/4 | 38 1/4 | 35 5/8 | — 2 5/8 |
| Rheem | 23 1/2 | 13 1/2 | 14 5/8 | 14 1/2 | — 1/8 |
| Ronson .60 | 23 3/8 | 12 1/8 | 21 3/4 | 19 5/8 | — 2 1/8 |
| Roper GD | 25 1/2 | 16 5/8 | 21 1/4 | 20 3/4 | — 1/2 |
| Schick | 14 1/8 | 8 1/4 | 8 1/2 | 8 1/4 | — 1/4 |
| Siegler Corp. .40B | 34 | 22 3/4 | 24 7/8 | 22 3/4 | — 2 1/8 |
| Singer | 111 3/4 | 107 3/4 | 103 1/2 | 104 | + 1/2 |
| Smith A. O. 1.60A | 37 7/8 | 28 7/8 | 30 1/8 | 30 1/8 | — |
| Sunbeam 1.40A | 55 7/8 | 45 3/8 | 52 | 50 3/4 | — 1 1/4 |
| Welbilt .10E | 7 1/4 | 4 1/8 | 5 1/8 | 4 7/8 | — 1/4 |
| Westinghouse 1.20 | 50 | 40 1/8 | 45 | 43 3/8 | — 1 5/8 |
| Whirlpool 1.40 | 34 3/8 | 27 1/4 | 28 1/4 | 27 1/2 | — 3/4 |
| Zenith 1.60A | 198 3/4 | 97 1/4 | 183 | 172 | —11 |
| **AMERICAN EXCHANGE** | | | | | |
| Century Electric | 10 3/4 | 5 7/8 | 8 1/8 | 8 1/8 | — |
| Ironrite .25T | 8 1/4 | 5 1/2 | 6 5/8 | 6 5/8 | — |
| Lynch Corp. 87T | 12 3/4 | 8 1/4 | 10 3/8 | 9 1/2 | — 7/8 |
| Muntz TV | 7 | 4 | 4 5/8 | 4 7/8 | + 1/4 |
| National Presto .60 | 31 | 12 1/4 | 15 | 15 | — |
| Nat. Un. Elec. (Eureka) | 4 1/2 | 1 7/8 | 3 3/8 | 3 | — 3/8 |
| Pentron | 8 5/8 | 2 5/8 | 5 3/8 | 5 | — 3/8 |
| Proctor-Silex | 9 1/2 | 5 1/8 | 7 1/4 | 6 5/8 | — 5/8 |
| Republic Trans. | 9 | 4 1/2 | 6 1/8 | 5 7/8 | — 1/4 |
| Trav-ler Radio | 7 1/2 | 4 5/8 | 7 5/8 | 7 | — 5/8 |
| **MIDWEST EXCHANGE** | | | | | |
| Knapp-Monarch | — | — | 6 | 6 | — |
| Webcor | — | — | 9 3/8 | 9 5/8 | + 1/4 |

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** Stock prices continued to fall last week. The EM WEEK chart dipped to its lowest reading in months as most issues lost, a few made minimal gains, and the overall market remained in its current state of uncertainty. The President's speech before the UN was being viewed by many as having little immediate bearing on the market, although his reference to "general and complete disarmament" may cause a drop in steel and defense spending. Among the key 54 issues above big losses were registered by Zenith, off 11 pts.; Motorola down better than 7 pts.; Chrysler, Emerson Electric, Montgomery Ward, RCA off 3 points or better. Trading remained just under 4 million daily.

# A QUICK CHECK OF BUSINESS TRENDS

| | Latest Month | Preceding Month | Year Ago | HOW THEY COMPARE |
|---|---|---|---|---|
| **FACTORY SALES appliance-radio-TV index (1957 = 100)** | 116 | 111 | 120 | 3.33% down (May 1961 vs. May 1960) |
| **RETAIL SALES total ($ billions)** | 18.1 | 18.1 | 18.2 | 0.55% down (August 1961 vs. August 1960) |
| **APPLIANCE-RADIO-TV STORE SALES ($ millions)** | 317 | 310 | 326 | 2.76% down (July 1961 vs. July 1960) |
| **CONSUMER DEBT + + owed to appliance-radio-TV dealers ($ millions)** | 274 | 272 | 290 | 5.52% down (August 1961 vs. August 1960) |
| **FAILURES of appliance-radio-TV dealers** | 22 | 21 | 31 | 29.03% down (August 1961 vs. August 1960) |
| **HOUSING STARTS (thousands)** | 129.2 | 127.9 | 138.3 | 6.58% down (August 1961 vs. August 1960) |
| **AUTO OUTPUT (thousands)** | **74.8**** | **64.2**** | **120.7**** | **38.0% down** |
| **PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment ($ billions)** | 18.3+ | 17.8+ | 19.0+ | 3.68% down (2nd qtr. 1961 vs. 2nd qtr. 1960) |
| **DISPOSABLE INCOME annual rate ($ billions)** | 361.7+ | 354.3+ | 352.7+ | 2.55% down (2nd qtr. 1961 vs. 2nd qtr. 1960) |
| **CONSUMER SAVINGS annual rate ($ billions)** | 25.7+ | 23.7+ | 22.8+ | 12.72% up (2nd qtr. 1961 vs. 2nd qtr. 1960) |
| **EMPLOYMENT (thousands)** | 68,539 | 68,499 | 68,282 | 0.38% up (August 1961 vs. August 1960) |

*New index being used. Federal Reserve Bulletin (seasonally adjusted).
**Figures are for week ending September 23, 1961, and preceding week (revised).
+Figures are for quarters.
++Federal Reserve Bulletin figures (revised).

# A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. **New figures in bold-face type.**

| | | 1961 (Units) | 1960 (Units) | % Change |
|---|---|---|---|---|
| **AIR CONDITIONERS, Room** | July | 76,500 | 117,900 | −35.11 |
| | 7 Months | 1,276,300 | 1,277,800 | −00.12 |
| **DISHWASHERS** | July | 41,800 | 33,800 | +23.67 |
| | 7 Months | 330,500 | 309,200 | + 6.89 |
| **DRYERS, Clothes, Electric** | July | 42,639 | 50,264 | −15.17 |
| | 7 Months | 320,109 | 363,592 | −11.96 |
| **Gas** | July | 22,284 | 22,316 | −00.14 |
| | 7 Months | 160,824 | 192,585 | −16.50 |
| **FOOD WASTE DISPOSERS** | July | 63,700 | 55,100 | +15.61 |
| | 7 Months | 450,700 | 435,900 | + 3.40 |
| **FREEZERS** | July | 105,900 | 94,100 | +12.54 |
| | 7 Months | 598,200 | 647,300 | − 7.59 |
| **PHONOGRAPH SHIPMENTS** | June | 258,703 | 267,700 | − 3.36 |
| | 6 Months | 1,498,050 | 1,806,871 | −17.10 |
| **RADIO PRODUCTION** | **Week Sept. 15** | **310,684** | **239,314** | **+29.82** |
| (excludes auto) | **37 Weeks** | **7,615,360** | **7,120,248** | **+ 6.95** |
| **RADIO RETAIL SALES** | **July** | **697,851** | **573,363** | **+21.71** |
| | **7 Months** | **5,088,031** | **4,451,721** | **+14.29** |
| **TELEVISION PRODUCTION** | **Week Sept. 15** | **143,430** | **138,983** | **+ 3.20** |
| | **37 Weeks** | **4,101,344** | **4,077,021** | **+00.60** |
| **TELEVISION RETAIL SALES** | July | 388,791 | 392,858 | − 1.04 |
| | 7 Months | 3,027,975 | 3,050,385 | −00.74 |
| **REFRIGERATORS** | July | 304,700 | 297,400 | + 2.45 |
| | 7 Months | 1,991,000 | 2,111,100 | − 5.69 |
| **RANGES, Electric, Standard** | July | 55,600 | 58,100 | − 4.30 |
| | 7 Months | 491,700 | 503,300 | − 2.30 |
| **Built-in** | July | 48,400 | 44,800 | + 8.04 |
| | 7 Months | 403,000 | 391,400 | + 2.96 |
| **RANGES, Gas, Standard** | **August** | **151,500** | **132,100** | **+14.69** |
| | **8 Months** | **929,200** | **979,300** | **− 5.12** |
| **Built-in** | **August** | **31,000** | **30,700** | **+00.98** |
| | **8 Months** | **223,200** | **225,200** | **−00.89** |
| **VACUUM CLEANERS** | **August** | **270,100** | **280,575** | **− 3.73** |
| | **8 Months** | **2,082,348** | **2,186,051** | **− 4.74** |
| **WASHERS, Automatic & Semi-Auto** | July | 182,405 | 174,608 | + 4.47 |
| | 7 Months | 1,381,852 | 1,403,460 | − 1.53 |
| **Wringer & Spinner** | July | 46,017 | 43,047 | + 6.90 |
| | 7 Months | 370,535 | 416,901 | −11.12 |
| **WASHER-DRYER COMBINATIONS** | July | 5,442 | 8,974 | −39.36 |
| | 7 Months | 58,355 | 88,840 | −34.31 |
| **WATER HEATERS,** | July | 59,400 | 59,600 | −00.34 |
| Electric (Storage) | 7 Months | 433,600 | 435,300 | −00.39 |
| **WATER HEATERS,** Gas (Storage) | **August** | **206,200** | **279,400** | **−26.20** |
| | **8 Months** | **1,741,000** | **1,888,800** | **− 7.82** |

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

# Hello, strangers

*Seldom will your serviceman ever need to lay wrench or widget to the Maytag Washers you sell. Maytags will run their hearts out wash after wash, year in and year out. That is their age-old country-wide reputation.*



In washing machines, Maytag stands alone in its reputation for dependability. Why?

Maybe it's because of our conventional wringer washers with their 30- and 40-year records of almost unbelievable performance.

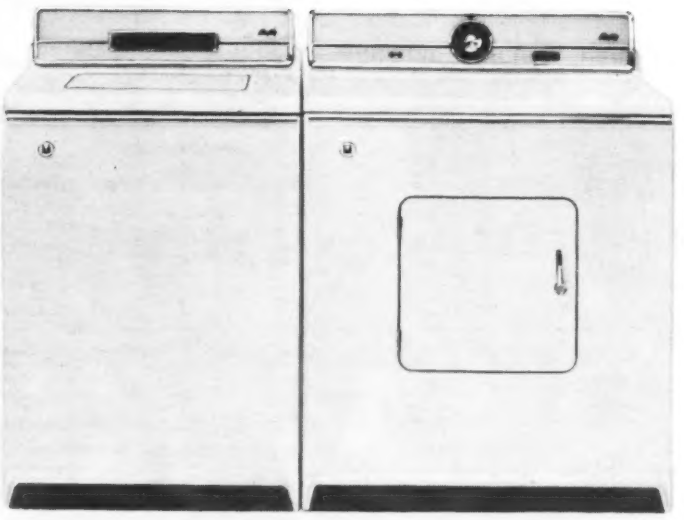
But the new Maytag Automatic Washers are continuing in the same old tradition (one recent test showed that a Maytag Highlander worked for 10,145 hours, equal to 50 years' normal home use. During this period the Maytag required service just 6 times at an average yearly cost of only $2.00). What's the secret?

Could it be because Maytag doesn't change models every year? This gives us time to work the bugs out of our new features before the machine ever gets to your customer's home.

But during the three years our Model 142 has been out, Maytag designers have made 18 major improvements.

What then, is the reason for Maytag dependability? Maybe it's because Maytag believes quality is good business and refuses to settle for anything less!

*The Maytag Company, Newton, Iowa*



**MAYTAG** *the dependable automatics*